

Jabra® Unveils Mobile Music Strategy and Launches Exciting New Audio Products for Music Lovers

CeBIT 2006 (9 March, 2006) -- Jabra, a leading brand of audio products for the mobile consumer market, today announced its strategy to become a leading brand in the mobile music market and the launch of a new range of audio products for music lovers at CeBIT this year. Jabra has added six new music products to its existing wireless Bluetooth headset portfolio, giving consumers a comprehensive range of products for use with the mobile phone, MP3 players and the PC.

Desire for mobile music is growing at a considerable rate with new products such as mobile music phones, iPod® and other music players driving consumer demand. According to Strategy Analytics, one-third of the 945 million phones expected to be sold worldwide in 2006 will have digital music playback functionality. By 2008, it is estimated this will rise to almost seven in ten out of the billion phones forecasted to be sold globally.

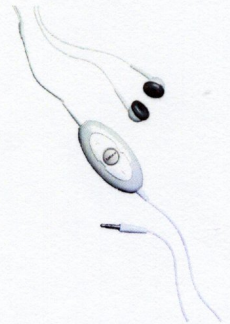
“We are focused on establishing Jabra as the world’s leading brand of audio products for mobile devices and the number one choice for consumers. Continuous product innovation combined with strategic partnerships, such as our recent alliance with Klipsch Audio Technologies, will enable us to gain a significant share of the mobile music market,” said Morten Steen Jørgensen, president, GN Mobile. “Headsets are central to enabling users to take full advantage of mobile music and other media, and Jabra is well positioned to address this need in the marketplace.”

The new Jabra music audio products include a range of headsets and headphones for use with Bluetooth mobile phones and other music devices. In addition, the portfolio includes a series of adaptors or Bluetooth enablers, allowing consumers to extend the functionality of mobile phones, music devices and PCs or laptops, and enjoy hands-free communication and wireless music streaming to a Jabra or other Bluetooth stereo headset or headphone.

The products launched at CeBIT include the Jabra BT325s Bluetooth headset with stereo headphones, Jabra C820s high-performance noise cancelling stereo headphones and two music adaptors including the Jabra A125s iPod Bluetooth adaptor and the Jabra A120s Bluetooth adaptor for standard music players. In addition, the recently announced Jabra BT620s Bluetooth stereo headset and the Jabra A320s Bluetooth stereo USB adaptor are also part of the new Jabra music line up.

- **The Jabra BT325s Bluetooth Headset for Music and Phone Calls**

The Jabra BT325s provides users with a Bluetooth headset and high performance corded stereo headphones so users never have to miss a call while listening to music. It is designed as the perfect match for portable music devices and Bluetooth phones and provides the convenience of one headset for both listening to music and taking calls. The headset comes with high-quality exchangeable stereo ear buds and connects to MP3 players or other devices that support a 3.5 mm corded interface such as a PC or music mobile phone. A clip-on Bluetooth device featuring integrated microphone and phone volume controls enables the headset to connect to Bluetooth enabled devices to support phone calls. The Jabra BT325s comes in an urban and rain shower proof design and features 8 hours of music/talk time and 240 hours standby time.



- **Jabra C820s High Performance Active Noise Cancelling Stereo Headphones**

Jabra C820s corded stereo headphones provide users with superior audio quality and are ideal for any music playing device such as a mobile phone, music player, hi-fi adapter, PC or airplane. Featuring active noise reduction (up to 22dB), powered by a single AAA battery installed in the ear cup, the Jabra C820s removes unwanted background noise for a better listening experience. Jabra C820s comes with a range of adapters including a connector cable for music phones with adapters, a 3.5mm standard stereo audio cable, a two-prong airline adaptor and 3.5mm – 6.5mm stereo adaptor.



- **Jabra A125s Bluetooth Adaptor for iPod®**

The Jabra A125s is the ideal solution for Bluetooth enabling an iPod so users can wirelessly listen to music via a Bluetooth stereo headset or headphones. Compatible with most iPods including the iPod mini, iPod photo and iPod nano, the Jabra A125s provides users with wireless music streaming from an iPod to a Jabra or other Bluetooth stereo headset or headphone. The Jabra A125s features 10 hours of music time.



- **Jabra A120s Bluetooth Music Adaptor**

Featuring 10 hours of music time, the Jabra A120s can be used to Bluetooth enable all music devices using a 3.5mm jack such as music mobile phones, PCs, or standard music players. With the Jabra A120s users can stream music direct to a Jabra or other Bluetooth stereo headset or headphone.



- **The Jabra BT620s Bluetooth Stereo Headset**

The Jabra BT620s Bluetooth stereo headset is the first Jabra Bluetooth hi-fi stereo headset that lets consumers switch instantly between enjoying music and talking on the phone. The Jabra BT620s provides consumers with great audio quality direct from a mobile phone, MP3 player, PC or laptop. When a call comes in the music pauses automatically so the user can take the call. The Jabra BT620s features 14 hours of music playing time, one of the longest in the industry, 16 hours of talk time and up to 240 hours of standby time. RRP: 99 EUR



- **The Jabra A320s USB Bluetooth Stereo Adaptor**

The Jabra A320s USB Bluetooth stereo adaptor enables users to stream music, transfer data, or talk wirelessly. The Jabra A320s Bluetooth stereo USB adapter brings Bluetooth capability to a PC or laptop providing users with an immediate solution for wirelessly listening to music, having hands-free conversations and transferring data. RRP: 29.90 EUR



All products are expected to be available in Europe, the Middle East and Africa in the first half of 2006.

About Jabra

Jabra is a world leading brand of innovative mobile audio products. Its extensive portfolio includes wireless Bluetooth headsets, corded headsets and mobile music accessories such as stereo headsets and headphones for mobile phones and other devices. Jabra products are sold in more than 60 countries and are available at major retailers worldwide. Jabra is a brand of GN Mobile, a division of GN Store Nord headquartered in Copenhagen, Denmark. GN Mobile includes both the Jabra brand of products and GN's original equipment manufacturing (OEM) business. www.jabra.com.

About GN Store Nord

GN Store Nord has been helping people connect since 1869. Initially as a telegraph company and now as a global market leader in personal communications providing increased mobility and quality of life for its users, GN develops and manufactures headsets for hands-free communication, hearing instruments and audiologic diagnostics equipment. GN products are marketed globally. www.gn.com.

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