

FOR IMMEDIATE RELEASE

Australian Market Leader BlueAnt Wireless Expands Business To U.S. Market

*Digitally Mobile Consumers Can Now Enjoy the Freedom of Living Without Wires
Using BlueAnt's Bluetooth Products*

New York, NY, June 20, 2006 – BlueAnt Wireless, Australia's largest supplier of Bluetooth peripheral devices, today announced its entry into the United States market with the establishment of its U.S. headquarters in New York. BlueAnt's award-winning wireless headsets and speakerphones are now available in retail stores across the U.S. through its partnerships with distributors Xentris, DBL Distributing, Pacific Cellular Supply and D&H, and retailers J&R Music World & Computer World, Go Wireless, DataVision, Cellaris, Xpress Wireless and many more.

The first products available across the US are BlueAnt's X3 Micro Bluetooth headset, winner of the Consumer Electronics Show (CES) Innovation Award for "Best in Design," and Supertooth II, BlueAnt's sun visor-mounted hands-free speakerphone. Additionally, BlueAnt is debuting its leading edge Sonic Bluetooth portable speakers in select retail outlets.

"In Australia, we have consistently outsold other Bluetooth wireless brands, competing on the superiority of our products, our warranty, and our commitment to first-rate service for customers, retailers, and distributors alike," said Taisen Maddern, CEO, BlueAnt Wireless. "With the strong interest we've already seen in our first couple months in the U.S., we are confident that our success in Australia can be replicated here."

The expansion into the U.S. market represents a strategic move in BlueAnt's move toward global adoption of its Bluetooth wireless peripherals. According to research firm, Gartner Inc., North America is the second largest market for Bluetooth phones, with sales of \$5.4 million in 2004. Sales of Bluetooth phones are expected to increase over the next few months, driven by laws in more than 40 U.S. states that require the use of hands-free phones when driving.

Popular Bluetooth Hands-Free Peripherals Land on U.S. Shores

Two of BlueAnt's most popular hands-free Bluetooth peripherals in Australia are now available to consumers and business users across the United States: the X3 Micro Bluetooth headset and the Supertooth II Bluetooth speakerphone.

BlueAnt's award-winning X3 Micro – the length of a matchstick and weighing in at less than one-half ounce – is one of the world's smallest Bluetooth headsets. Packed in this small package is clear, high quality audio delivered through a full duplex headset equipped with adjustable volume control and built-in microphone. Going beyond the capabilities of other Bluetooth headsets, the X3 Micro can be linked with up to three other Bluetooth devices, and it is compatible with most Bluetooth mobile phones, smartphones, and PDA phones, as well as Bluetooth-enabled PCs and Macintoshes for voice-over-IP (VoIP) calls and applications. The X3 Micro provides up to 7 hours of talk time and 180 hours of standby time. It also offers the convenience of three charging options included as part of the kit: an in-car charger, an AC wall charger, and a USB port into a PC or Macintosh.

The BlueAnt Supertooth II Bluetooth speakerphone supports all the features of your phone while making communication on the move safer and easier. For use in the vehicle, at home or in the office, the lightweight Supertooth II weighs just over 4.5 ounces and can be attached to the sun visor of the vehicle in less than five seconds. A swivel arm provides easy access to the microphone even – whether the sun visor is up or down. The Supertooth II can be activated by one-touch dialing and automatic answer, and it supports voice dialing. Equipped with a noise canceling microphone and internal digital sound processor (DSP) to ensure optimum call clarity, the Supertooth II supports multi-pairing to two other Bluetooth-enabled devices and is compatible with all Bluetooth mobile phones and PDAs. The Supertooth provides an amazing 20 hours of talk time and 800 hours standby time, and the speakerphone is built with rechargeable lithium ion battery.

Bluetooth Beyond Basic Phones

Research firm In-Stat has predicted that Bluetooth semiconductor shipments will reach 316 million units in 2006, rising to 866 million in 2009. At the core of Bluetooth's popularity, In-Stat suggests, are music-enabled mobile phones that are helping Bluetooth penetrate into other products such as notebook PCs, headsets, MP3 players and automobiles.

BlueAnt's Sonic A2DP Bluetooth speakers address this growing market by providing consumers with high quality stereo audio and an amazing array of connectivity options. Sonic supports the latest cutting edge Bluetooth mobile phones that stream A2DP stereo audio. Utilizing the latest technologies, this innovative device requires no installation and can be used anywhere from home to office to vehicle.

"Bluetooth is helping to drive a new level of mobility with products that merge communications, entertainment and a range of services for people on the go," said Maddern. "We're addressing the growing demand with Bluetooth peripherals that bring superior sound quality and convenience to mobile phones and the other portable products on which consumers today rely."

Product Pricing

The manufacturer's suggested retail pricing is \$69.99 for the X3 Micro Bluetooth headset, \$129.99 for the Supertooth II Bluetooth speakerphone, and \$149.99 for the Sonic A2DP Bluetooth portable speakers.

About BlueAnt Wireless

BlueAnt is Australia's largest supplier of Bluetooth peripheral devices. BlueAnt's product portfolio includes hands-free, stereo audio streaming and wireless communication products offering cutting edge technology, design and features. Based in Melbourne, Australia, BlueAnt has recently opened a New York office to aid its expansion in the North American market. For further information, please refer to BlueAnt's North American website www.myblueant.com, or contact Peter George at peter@myblueant.com

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