



BlueAnt®

BlueAnt Wireless Wins TWO “Best of RetailVision Awards”, at RetailVision North America

New York, NY, September 17, 2007 – Vision Events®, the leading producer of business-focused channel events, has awarded BlueAnt Wireless two “Best of RetailVision Awards” at their recent event – RetailVision, a three day program held in Phoenix, Arizona. BlueAnt walked away with two major category titles including ‘*Best Product – Accessory*’ and ‘*Best Merchandising*’ awards.

The awards highlight another achievement for BlueAnt as the company continues its growth cycle within the North American market. Since expanding into the US in June 2006, BlueAnt has increased its market share at a rapid rate. BlueAnt’s unique product range, coupled with its comprehensive 2 year warranty support program and retail friendly packaging have been key drivers to its success.

“These awards come in recognition of BlueAnt’s continued focus on product development and its efforts to differentiate itself from other Bluetooth brands”, said Peter George, Senior Vice President. “We are extremely proud to win the two RetailVision awards. We believe that it further demonstrates the growing support for our range and we are pleased to be able to offer retailers something different”.

Vision Events bring resellers and end users together with leading and emerging vendors in private boardroom appointments to form strategic partnerships and secure new business in the technology sector.

Pete Prentice, Senior Global Director for RetailVision said “I believe these awards truly represent the best of the new products and strategic initiatives that are driving growth in both the North American and Latin American retail channels. Underscoring their significance is the fact that every winner and nominee is directly chosen by the top 100-Level Retailers and Distributors who are the market leaders in consumer technology”.

About Gartner

RetailVision® is produced by Vision Events®, a division of Gartner, Inc. (NYSE: IT). Gartner, Inc. delivers the technology-related insight necessary for our clients to make the right decisions, every day. Gartner serves 10,000 client organizations worldwide, including chief information officers and other senior IT executives in corporations and government agencies, as well as technology companies and the investment community. The company consists of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 3,800 associates, including 1,200 research analysts and consultants in 75 countries. For more information, e-mail info@gartner.com or visit www.gartner.com

About BlueAnt Wireless

BlueAnt Wireless 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. BlueAnt’s Global Head Office is located in Melbourne, Australia and the company’s recent expansion has seen the opening of a North American office in New York, as well as a London office servicing the European market.

For further company information, please refer to BlueAnt’s North American website: www.myblueant.com

Media Enquiries:

Contact: Peter George – Senior Vice President
Tel: +1 212 332-3205
Email: press@myblueant.com