

JAWBONE SECURES \$49M IN FUNDING FROM ANDREESSEN HOROWITZ

General Partner Ben Horowitz Joins Jawbone Board of Directors

SAN FRANCISCO – March 16, 2011 – Jawbone, a leading innovator of products and services for the mobile lifestyle, today announced it has secured \$49 million in funding from Andreessen Horowitz.

The funding, which brings total investment to date in Jawbone close to \$100 million, will allow Jawbone to expand and innovate on its portfolio of premium mobile products and services which are available today in over 20 countries worldwide. Jawbone is one of the largest venture capital-backed consumer electronics companies in the world.

“Jawbone builds a family of products that take smartphones and tablet computers and brings them to life,” said Ben Horowitz, general partner at Andreessen Horowitz. “Hosain Rahman is the clear thought leader in his industry and makes Jawbone the easy investment choice for us in this market.”

Jawbone's evolution into a mobile lifestyle company has resulted in unprecedented demand for its products and services on a global scale. This financing will bolster Jawbone's ability to develop entirely new categories of products, bring existing products to market internationally, and continue to outperform competitors.

“We believe the future of consumer tech is about unlocking the full potential of the mobile lifestyle,” said Jawbone CEO Hosain Rahman. “We all carry photos, movies, music, email, games and apps in our pocket every single day. Now that mobile is our new hub, our vision is to create ways for people to get the most out of those experiences. Andreessen Horowitz believes in our vision, and Ben has been a mentor to me for several years. Having him on the Board will undoubtedly help us scale in entirely new ways.”

Jawbone first made its mark in the industry by creating an entirely new class of Bluetooth headsets. Its award-winning Jawbone ICON was the first to add NoiseAssasin® technology and the recently-launched Jawbone ERA is the first to include HD audio and motion sensors. The company has expanded its products for the mobile lifestyle beyond headsets as well. The JAMBOX wireless speaker was one of the best-selling speakers at Apple stores this holiday season and Jawbone recently introduced THOUGHTS – an entirely new way for people to communicate.

Andreessen Horowitz has made similarly-sized investments in companies including Facebook, Groupon, Twitter, and Skype.

About Jawbone

For more than a decade, Jawbone has developed products and services for the mobile lifestyle unparalleled in their innovation, ease-of-use and sophistication of design. The company is the creator of the award-winning and best-selling premium ICON Bluetooth headset; the inventor of NoiseAssassin® technology, the world's first and only military-grade noise-eliminating technology; JAMBOX, the first intelligent wireless speaker and speakerphone; as well as THOUGHTS, a free mobile service that allows users to utilize their voice in a new way. A 2010 IDSA Design of the Decade winner, Jawbone is committed to delivering innovative products that improve the mobile lifestyle through ever-changing software and wearability. Jawbone is privately-held and headquartered in San Francisco.

For more information, images and product demos, please visit: www.Jawbone.com/Press or follow @Jawbone on Twitter.

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