



BLUEANT WIRELESS APPOINTS STEPHAN ZIEGLER TO LEAD EMEA SALES AND BOLSTER INTERNATIONAL LEADERSHIP

Experienced Sales & Business Development Executive will Fuel Continued Market Momentum and Business Expansion

Santa Clara, Calif. and Melbourne, Aus. —September 21, 2010—BlueAnt Wireless, a leading innovator of Bluetooth peripheral devices, today announced the appointment of Stephan Ziegler as the company's sales director of EMEA. In this role, he is responsible for accelerating company growth throughout the United Kingdom, France and Spain. As a crucial member of BlueAnt's worldwide team, Ziegler, who reports to BlueAnt president and CEO David Hogan, will focus on increasing European market traction through expanded partnerships with major retailers, distributors and carriers.

"As one of the world's largest markets for Bluetooth headsets and accessories, EMEA plays a pivotal role in BlueAnt's business expansion," says David Hogan, president and CEO of BlueAnt Wireless. "Stephan's proven experience with world-class brands and strong track record of sales success will prove invaluable in strengthening our local presence throughout the region. He will guide our marketing and outreach strategies, building upon his established relationships throughout the region with top-tier partners to introduce BlueAnt's award-winning and highly innovative Bluetooth products."

With more than 20 years of experience in sales and business development, Ziegler comes to BlueAnt from Muc-Off Limited, a well-established British brand of cleaning solutions for bicycles, motorbikes, cars and consumer electronics. In this capacity, Ziegler executed a global consumer launch, which involved working with major retail brands, including Orange UK & France, Phones 4, Phone house France, Media

Markt (France, Spain and Italy), Amazon, Play.com and TJX Europe, among others. Additionally, he led efforts to sign major distributors worldwide, including Cellularline Italy, Gentec Canada, Smart IT USA, HDW France, Atlantis Spain, isky South Korea, Cellnet South Africa and Strax in Germany.



Previous to that, Ziegler spearheaded sales and business development for Kondor Ltd., one of the largest independent accessory distributors in the UK. While there, Ziegler restructured the sales team and grew business with major accounts, such as DSG Group (The Link, PC World, Currys & Dixons Duty Free); Woolworth; 3; The Carphone Warehouse (preferred European supplier); Virgin Mobile; Phones 4 U; Tesco Vodafone and Kingfisher. Before joining Kondor, Ziegler led sales for Caudwell Group, Europe's largest independent mobile phone company. He also gained valuable experience while working for Memtek Product Europe Limited, the sales and marketing powerhouse of Memorex and Dyan branded computer consumables. He started his sales career at IBM Switzerland.

"I look forward to joining BlueAnt's global team and leveraging my extensive sales and business development background to help the company gain a stronger foothold in the European market," says Ziegler. "BlueAnt's products already are well received here as they clearly fulfill an unmet need for hands-free communications solutions with complete voice control, superior sound quality as well as unparalleled comfort and ease of use."

BlueAnt's diverse product portfolio includes the technically advanced Q2, which is the first Bluetooth headset to offer integrated text-to-speech capabilities, patent-pending Wind Armour™ noise reduction technology and exceptional sound quality. BlueAnt's S4 also is gaining market momentum as the first true hands-free voice controlled car speakerphone, enabling drivers to communicate while on the road without touching their phone or speakerphone. The company also markets the T1, a rugged headset that maintains excellent sound quality performance, even in

challenging conditions. The T1 is ideally suited for people on the go, no matter where their busy lives take them.



About BlueAnt Wireless

BlueAnt Wireless is a global technology company that provides the most innovative Bluetooth peripheral devices and accessories on the market. The company's product portfolio includes hands-free, stereo audio streaming and wireless communications products with cutting-edge technology, design and features. BlueAnt's products have been recognized for advancements in hands-free communications by receiving numerous prestigious industry awards. The company is based in Melbourne, Aus., with U.S. headquarters in Santa Clara, Calif., and offices in Chicago and London. For more information, please visit:

www.blueantwireless.com.

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Media Contact:
Jamey Leveille on behalf of BlueAnt Wireless
813.361.5623
jleveille@pipevyne.com