

## **FOR IMMEDIATE RELEASE**

### **GRAB & GO: GET YOUR ZIVIO BOOM AT WWW.MYZIVIO.COM** *New wireless headset featuring revolutionary extendable microphone*

SAN FRANCISCO, CA – August 11, 2008 – Joby, Inc., a leading developer of innovative consumer electronics accessories, launches the Zivio Boom™, a stylish, high performance wireless headset. The Zivio features a revolutionary extendable microphone designed for superior sound quality. It is the perfect accessory for today's multi-tasking "lifeaholics," allowing them to maximize their always-on, every-moment-must-be-utilized lives. The Zivio Boom is available exclusively at [www.myzivio.com](http://www.myzivio.com).

Featuring a sleek design, the Zivio comes with a set of interchangeable earpieces and an optional ear loop for a custom fit. Much more than a pretty face, the Zivio also impresses the inner geek with Bluetooth® 2.1, and has a whopping 10 hours of talk time. Joby is also a member of *1% for the Planet*, so users can talk, drive, and drink a latte, all while saving the world. Talk about multi-tasking.

"The Zivio Boom was borne out of my frustration with all of the available headsets on the market. I needed a headset that would enable me to hear and be heard in noisy environments, fit my ear securely and comfortably, have a long battery life, and actually look good. The Zivio team set out to design that very headset," said JoeBen Bevirt, founder of Joby. "After extensive development, we are thrilled to launch a headset created for the lifeaholic in each of us."

To purchase your Zivio or for more information please visit the official website at [www.myzivio.com](http://www.myzivio.com).

#### **ABOUT JOBY**

Founded in 2005, Joby, Inc. has established itself as a leader in the design and development of innovative products for the consumer electronics market. Joby is a privately held company headquartered in San Francisco, California. For more information about Joby please visit [www.joby.com](http://www.joby.com).

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