

Etymotic etyBLU2™ Bluetooth® Wireless Headset Now Available for Mobile Phone Power Users *Most accurate and comfortable Bluetooth headset on the market features Etymotic's ACCU•Technology™ 30•30 noise-isolation technology*

ELK GROVE VILLAGE, Ill., June 22, 2010 — Mobile phone and home office power users can enjoy unparalleled Etymotic sound quality – for the clearest conversations even in noisy environments and hours of comfortable wear – with the now-available Etymotic etyBLU2™ Bluetooth® wireless headset.

Designed with Etymotic's breakthrough ACCU•Technology™ 30•30 noise-reduction technology, the etyBLU2 headset provides 30 dB of noise cancellation at the microphone plus 30 dB of noise isolation at the ear.

The result is that the etyBLU2 wireless headset delivers the highest noise isolation on the market, for both talking and listening. Its flexible boom, fitted with an ACCU•Location™ precision-location close-proximity bi-directional microphone at the talk point, provides best-in-class speech clarity. The etyBLU2 headset also offers best-in-class output level and sound quality, thanks to a high-output 8 mm moving coil driver.

"The etyBLU2 headset is designed for mobile phone and home office power users who conduct important conversations in noisy environments, or for long durations, or both," said Mark Karnes, managing director of consumer products at Etymotic. "Some Bluetooth headset makers focus on fancy styles and colors, and that's fine – but we're more interested in delivering a serious product for serious users. The etyBLU2 headset doesn't look like ear jewelry, and it doesn't sound like ear jewelry, either. With its 30•30 noise reduction technology, the etyBLU2 headset lets power users experience unsurpassed conversation quality for hours on end."

Unlike so-called "cheekbone" Bluetooth headsets – which require people to raise their voices so the sound is picked up by the microphone located far away from the speaker's mouth – the etyBLU2 headset allows people to speak in normal or even low tones and be heard clearly, even when surrounded by noise. In fact, Etymotic's ACCU•Location close-proximity bi-directional microphone technology rejects 10 times more noise than cheekbone-style wireless headsets.

In addition, etyBLU2 listeners can hear conversations clearly without raising headset sound volumes to uncomfortable levels, so they don't experience ear fatigue. Users can comfortably engage in wireless phone conversations for up to seven hours at a stretch. The etyBLU2 wireless headset also comes with multi-point technology for simultaneous operation of two Bluetooth handsets, a low operating-level battery warning function with both audible tone and visual LED, and a simple pairing capability for connecting up to eight different Bluetooth units.

The etyBLU2 wireless headset comes with four ACCU•Fit™ noise-isolating eartips, for superior fit and comfort, as well as the option to upgrade to an Etymotic CUSTOM•FIT earmold (see related press release, also distributed today, with more information about the CUSTOM•FIT earmolds). The etyBLU2 product also includes a USB charging cable, windscreen and a 2-year warranty.

Where to buy the etyBLU2 headset

The new etyBLU2 Bluetooth wireless headset, with a list price of \$129, will be available directly from the Etymotic website (www.etymotic.com), as well as from leading retailers such as Amazon, Apple, B&H Photo, Headroom, InMotion Entertainment stores and J&R Music World, with additional retailers to be announced soon.

About Etymotic

Etymotic, an innovator in personal listening and communications and the inventor of in-ear technology, designs and manufactures products that measure, improve and protect hearing. For more than 25 years, Etymotic has remained the world leader in high-fidelity, noise-isolating, in-ear technology. Chicago-based Etymotic Research creates products used by musicians and others who insist on superior sound quality, as well as for consumers for use with their iPod®, iPhone®, iPad™ and other mobile digital devices. For more information about Etymotic and its products, please visit www.etymotic.com

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