



BLUEANT ANNOUNCES “GOTTA RUN” MOVIE

New Video Humanizes Cutting Edge Technology By Integrating it Into Real Life

Santa Clara, CA – November 29, 2010 – BlueAnt Wireless, a leading innovator of Bluetooth peripheral devices has premiered the movie “*Gotta Run*.” The new film was released at 9:00 AM ET on Monday, November 29, 2010 and can be viewed at www.BlueAntwireless.com/gottarun.

The launch of “*Gotta Run*” follows the release of BlueAnt’s highly popular first movie “*The Situation*.” These highly produced short films humanize cutting edge technology by integrating it into real life (though highly extreme) situations. The movies were produced to align with the launch of the BlueAnt Q2 Platinum Bluetooth headset and to promote the unique functionality of the BlueAnt S4 hands-free car speakerphone. BlueAnt announced the extension of the award-winning Q2 product line with a new, fashion-forward Platinum edition today, Monday, November 29.

“*The Situation*” can be viewed at www.BlueAntwireless.com/thesituation. Both films can be provided to media who wish to post it to their website. The BlueAnt Q2 and/or BlueAnt S4 are also available for review by the media. In addition, Tim Towster, VP of Marketing for BlueAnt can discuss the industry-leading technology behind the products and BlueAnt’s unique PR approach that leverages digital for increased consumer engagement (visit the leading communications video blog, vlogviews.com, to find out more on the company’s marketing approach).

About the S4

BlueAnt’s S4 is the first true hands-free voice controlled Bluetooth car speakerphone. With the BlueAnt S4 drivers no longer need to touch their mobile phone or car speakerphone while driving. The S4 allows users to make and receive calls and access information using only their voice.

To make it even easier for users, BlueAnt and Vlingo have partnered to provide a simple way to consume SMS messages and email by including the SafeReader application on the S4 for use with BlackBerry® smartphones and Android™ 2.0+ devices.

The S4 was also recently named an International Consumer Electronics (CES) Innovations 2011 Design and Engineering Awards Honoree.



About the Q2 and Q2 Platinum

The BlueAnt Q2 Smart Bluetooth Headset raises the bar in design, features and sound quality. The Q2 receive audio has been professionally sculpted to deliver the best sound performance ever heard on a Bluetooth headset. It works effectively in high noise areas including providing wind noise reduction at up to 22 miles an hour, which is twice the industry average.

With the BlueAnt Q2, mobile users now can take advantage of the “caller name announce” feature that reads the name of incoming callers from a database of up to 2,000 mobile phone contacts, which are transferred automatically when the phone and headset are paired.

The new Q2 Platinum offers a sophisticated color choice to compliment the sleek design.

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.

The Q2 incorporates the BlueGenie™ Voice Interface software from Sensory, Inc. BlueGenie is a trademark of Sensory, Inc.

Bing is a registered trademark of Microsoft Corporation in the United States and/or other countries. Android is a trademark of Google Inc. The Trademark BlackBerry® is owned by Research In Motion Limited and is registered in the United States and may be pending or registered in other countries. BlueAnt Wireless is not endorsed, sponsored, affiliated with or otherwise authorized by Research In Motion Limited.

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