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Parrot announces next wireless audio innovation at 3GSM : the Parrot BOOMBOX™

PARIS, January 31, 2007 – Parrot, one of the leaders in *Bluetooth* wireless technology, will officially announce the upcoming launch of the Parrot BOOMBOX at the 3GSM fair in Barcelona (February 12-15). With this product, Parrot continues to bring high-fidelity sound and *Bluetooth* wireless technology together in an innovative new product.

The Parrot BOOMBOX is a wireless digital speaker in a compact format delivering a high-quality sound performance. It will play music from any mobile source with *Bluetooth* wireless technology that has the A2DP stereo profile. It also accepts analogue audio devices through an RCA connection.

The Parrot BOOMBOX will be available from Q2 2007 online and through Parrot retailers with an RRP of £150 GBP. More specific details will follow as soon as the product is launched.



About Parrot

Founded in 1994, Parrot has rapidly established itself as a pivotal global player for wireless mobile telephone accessories. Drawing on its tried-and-tested expertise on voice recognition and signal processing technologies, Parrot was one of the very first companies to produce Bluetooth®-based wireless hands free car kits, having identified this standard's vast potential as early as 1999. In the first half of 2006, Parrot sold more than 1 million units.

Determined to accompany the mobile telephone's irresistible breakthrough into our day-to-day lives, Parrot has developed two new products in 2006: the Parrot PHOTO VIEWER™, an LCD photo frame designed to display photos transmitted from a mobile telephone via Bluetooth and the Parrot SOUND SYSTEM™, a wireless hi-fi system with speakers linked up to one another using Bluetooth.

Today, Parrot has a major international focus: 87% of its sales are generated outside of France, and a large percentage of its production is outsourced to carefully selected partners, enabling it to achieve the best possible level of quality and responsiveness. Parrot is now particularly well positioned to capitalize on the bright future opening up for mobile telephone devices.

Parrot has achieved strong growth in its consolidated revenues, up from 80.0 million euros pro forma in 2005 to 116.4 million in the first month of 2006.

<http://www.parrotcorp.com>

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