



**PARROT®**

## *Feu Vert gives green light for Parrot handsfree kits*

**Paris, France (November 14<sup>th</sup>, 2006)** - Parrot, the market leader for *Bluetooth®* mobile phone devices, is delighted to announce a strategic co-branding partnership with Feu Vert, France's largest network of vehicle repair centers.

This alliance is centered around a promotional campaign: between November 29<sup>th</sup> and December 30<sup>th</sup>, 2006, for each Parrot handsfree kit purchased, customers will have the chance to win 40 euros to get their equipment fitted by Feu Vert. At the same time, and in line with moves to strengthen its marketing strategy, Parrot will be rolling out a nationwide radio advertising campaign to support this attractive offer.

This advertising program combines two of the leading national radios (RMC and RTL), with a strong presence on the air over 11 days in December, thanks to some 200 commercials.

Parrot is harnessing the position of Feu Vert, the French auto repair market leader (over 300 points of sale), as well as its marketing know-how in order to offer customers even more value-added.

This co-branding communications campaign meets two strategic objectives for Parrot:

- Facilitating the listing of all its car-kit products in France's leading vehicle repair center network
- Developing sales by focusing primarily on Feu Vert's most intensive period of communications for on-board electronics

*"This action clearly illustrates the Group's commitment to strengthening its marketing investments. Through our partnership with Feu Vert, we are offering drivers, who are increasingly concerned about their safety and comfort, the solution to meet their expectations as well as the actual location where they can be fulfilled"*, explains Pascal Pibouleau, the Parrot Group's Vice President Europe in charge of distribution sales.

### **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 handsfree car kits, having identified this standard's vast potential as early as 1999. In 2005, it sold some 865,000 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, both in terms of its client base, with 87.7% of sales generated outside of France, and in terms of its production, outsourced to carefully controlled and 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 29.2 million euros in 2004 to 62.5 million euros (80.9 million euros pro forma) in 2005.

[www.parrotcorp.com](http://www.parrotcorp.com)

Euronext Paris – Eurolist, Compartiment B : FR0004038263 - PARRO

®The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Parrot S.A. is under license. Other trademarks and trade names are those of their respective owners.

Tous droits réservés. Les marques PARROT figurant sur ce document sont la propriété exclusive de la société PARROT. Toutes les autres marques sont la propriété de leurs détenteurs respectifs et sont utilisées sous licence par la société PARROT.

### **CONTACTS**

Nathalie Balourdet  
T: +33 (0) 148 03 74 04  
Email: [nathalie.balourdet@parrot.fr](mailto:nathalie.balourdet@parrot.fr)

Sandrine Lorach  
T: +33(0) 1 48 03 60 30  
Email: [sandrine.lorach@parrot.fr](mailto:sandrine.lorach@parrot.fr)