



**PARROT®**



## *A new strategic marketing agreement: the month of Parrot at Norauto*

Paris, France – March 22<sup>nd</sup>, 2007 at 5h45pm - **Parrot, one of the world leaders in mobile phone peripherals, today announces a strategic co-branding partnership with Norauto, the leading auto centre network in France.**

The alliance between Parrot and Norauto concerns a promotional campaign that will be taking place between March 26<sup>th</sup> and April 21<sup>st</sup>, 2007. During this period, for any handsfree car kit purchased at Norauto, Parrot will be offering its clients a 20 euro discount on the installation.

Parrot will be rolling out a radio advertising campaign alongside this offer in order to strengthen its visibility. The advertising approach adopted combines two leading national radio stations – RMC and RTL – with a strong presence on the air over three weeks in March and April, representing a total of 143 commercials.

In this way, Parrot is leaning on Norauto's leading position, with 220 points of sale throughout France and proven marketing expertise, to offer its clients further value added and the guarantee of quality service.

For Parrot, this co-branding campaign meets two strategic objectives:

- Developing the Group's brand awareness in France, driven by its historical installed handsfree car kit segment
- Promoting the listing of handsfree car kit products (four products referenced)

*"This is our second action in France in less than six months. The success of the first operation confirmed the marketing and sales choices that we have made. Thanks to a strong presence at each point of sale, and the quality of the Norauto network, we are continuing to build the Parrot brand with consumers",* explains Pascal Pibouleau, Vice President Distribution Sales Europe for the Parrot Group.

### **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 2006, Parrot sold about 3 million units.

Determined to accompany the wireless peripherals' irresistible breakthrough into our day-to-day lives, Parrot has been developing since 2006 a new wireless range of sound and image products.

Today, Parrot truly has a major international focus: 90.5% 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 80.9 million euros pro forma in 2005 to 166.9 million euros in 2006.

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

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