



PARROT®

*joining forces with Fun Radio
on the FUN Kite-Surf Tour 2007*



Paris, July 10th 2007 17h35 (Paris time) - **Parrot has been chosen to partner Fun Radio for an exclusive beach tour this summer. From July 16th to August 6th, 2007, Parrot and Fun Radio will be holding Europe's only kite surf tour on the 20 most popular French beaches, with this fourth annual event watched by close to 830,000 spectators.**



Parrot PARTY, the famous Bluetooth® wireless portable speaker, will be the star of the show: the first person who manages to send a song on to the Parrot PARTY from their mobile phone will win the product! Holidaymakers will also be able to discover the brand's other multimedia products, including the Parrot BOOMBOX, the Parrot PHOTO VIEWER 7", the Parrot MINIKIT and the Parrot MK6000.

Parrot PARTIES to win on the Fun Radio Beach Podium

On the beach from 1 to 8 pm, both atmosphere and gifts are guaranteed on the Fun Radio Soul and Dance Podium. Every day, Parrot will be putting one Parrot PARTY, the "star of the beach", up for grabs to the first person who manages to send a song directly on to the Parrot speaker.

Thanks to this partnership, the Fun Team will be on hand to help holidaymakers discover Parrot's products. Hostesses with flyers will be on the beaches and promenades and in the bars, offering people an exclusive opportunity to discover the latest product from the Audio range – the Parrot PARTY – in Espace SFR or THE PHONE HOUSE outlets.

And for those who would like to travel back home in total safety, these hostesses will be offering a 15 euro discount on a Parrot MINIKIT, Parrot's standalone mobile Bluetooth handsfree kit.



Parrot soaring for the Kite Surf Show!

Calling all fans of strong sensations...on the beach! Thanks to the Kite Surf Show, they will be able to see spectacular kite surfing and foil boarding demonstrations from 11 am to 8 pm. In this way, Parrot will be supporting the world's best kite surfers with music to accompany their sporting exploits.

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

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