



PARROT®

Parrot and SFR team up in France

Parrot's multimedia products on sale at all Espace SFR outlets in France, combined with a series of exclusive promotional campaigns



Paris, October 29th 2007 - 17h45 (local time) - **Parrot, the leader in wireless mobile phone peripherals, has announced a partnership with SFR to offer a selection of its range of multimedia products in the 787 Espace SFR outlets in France. A series of promotional campaigns spotlighting Parrot's wireless digital photo frames and the PARROT PARTY wireless mobile speaker will be staged from October until the end of December 2007.**

With over one million downloadable music tracks throughout its range of 3G/3G+ terminals and more than three million tracks downloaded since January 2007, SFR is France's second-largest provider of music downloads over the first six months of 2007. But how can users make the most of all the music stored on their mobile phones? Parrot offers a Bluetooth® stereo (A2DP) wireless mobile speaker, so that SFR customers can at last unleash the music trapped on their mobile phones. Similarly, camera phone addicts can finally display their snaps on the Parrot digital photo frames and share all the pictures taken with their mobile phones without any cables in sight.

Standing on the cutting edge of technology, Parrot's products all underlie the different ways in which mobile telephony devices are used: the company has its finger on the pulse of the latest trends and is counting on a convergence in the new uses of mobile phones.

"This partnership with SFR once again bears testament to our expertise in developing high-quality products inspired by the latest market trends, allowing us to fully meet consumers' expectations and needs," says Henri Seydoux, Founder and CEO of Parrot. "We have noticed that operators are taking a growing interest in our wireless products. Our adventure with French operators has only just begun..." he adds.

"SFR wishes to develop the role played by accessories in the use of mobile phones; it is essential for us to give our customers clear and practical examples of the MP3 and camera features available on mobile phones. Parrot offers products that combine the very latest advances in technology with consumers' current expectations: Parrot was the natural choice. The brand's wireless multimedia products are specifically dedicated to mobile phone users and are 100% compatible with all phone brands. Our customers will actually be able to test these products from November 14th 2007 throughout our network before buying and discover a unique user experience in their Espace SFR store," explains Thierry Davigny, in charge of cross-selling at SFR.

ABOUT SFR

www.sfr.fr

With nearly 18 million customers, a 34.2% market share and over one billion euros in investments, SFR is a major player in the French economy. SFR develops comprehensive mobile phone packages, multimedia services and mobile data solutions for residential, professional and corporate customers. The benchmark in terms of the new uses of mobile phones, SFR has 3.5 million 3G/3G+ customers (end of June 2007).

As part of its policy for innovation and its commitment towards corporate social responsibility, SFR plays a contributory role in giving mobile phones a central role in society by offering new ways of using mobile phones. SFR provides support for the development of pilot and CSR projects, most often proposed by innovative start-ups and using mobile phones to offer real community-oriented innovation. These pilot and CSR projects are incorporated within six major society-centric themes: education, healthcare, local life, disability and accessibility, environment, and solidarity. In 2001, SFR was the first mobile phone operator to create a freefone number for making donations. This special number (8649 from SFR mobiles) allowed SFR customers to make a 3-euro donation to the Voix de l'Enfant charity. Today, SFR offers its customers a wider choice of associations to which they can lend their support.

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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