



PARROT®

Parrot ramps up its marketing actions in the music world, joining forces with leading artists to promote its range of wireless speakers



Paris, October 19th 2007 - 8h45 (local time) - Parrot, the market leader for wireless mobile phone devices, is positioning itself on the music market at the end of this year, joining forces with today's biggest artists to promote its growing range of wireless speakers, and more specifically the PARROT PARTY, the very latest portable wireless speaker from the Parrot brand.

David Guetta, a leading DJ and artist from the French electronic scene, and the **Chemical Brothers**, one of the most emblematic groups for British electronic music, have chosen to link up with Parrot and promote the PARROT PARTY as today's hottest speaker.

With its innovative design, robustness and carefully thought out finishings, the Parrot PARTY has everything to win the general public over. Easily transportable, it allows you to enjoy and share your favorite music in the most unusual places, all fully wireless thanks to the Bluetooth® technology. Parrot is clearly positioning its new latest generation digital portable speaker with artists in tune with their time.

This way, the PARROT PARTY will be showcased in the video for the second single from David Guetta's album POP LIFE, "Baby When the Light". A co-branding operation was also carried out on TF1 and M6 throughout September, encouraging consumers to enjoy their music wirelessly thanks to the PARROT PARTY.

In the UK, the first 4,000 people to buy the PARROT PARTY from John Lewis stores will be able to download free of charge the latest Chemical Brothers album, WE ARE THE NIGHT, and enjoy it directly on the PARROT PARTY speaker without any wires.

"We are delighted with these partnerships that associate our brand with leading international artists. This is an opportunity for Parrot to assert itself as a major player on the wireless music market and intelligently promote the latest product from our range of wireless hi-fi speakers", explains Henri Seydoux, Parrot's CEO and founder.

To find out more about the Parrot PARTY and the rest of Parrot's wireless speaker range, visit www.parrotsound.com or www.parrot.com.



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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