



**PARROT®**

**Carphone Warehouse**  
your phone, your way

## *Parrot swoops into 800 Carphone Warehouse stores*

- Parrot MINIKIT handsfree speakerphone to be ranged in stores across UK
- Major co-branded summer marketing campaign including radio, print outdoor, online and POS
- Free installation of Parrot car kit range from The Carphone Warehouse



London, June 1<sup>st</sup> 2007 – 8h30 – Parrot, one of the world leaders in wireless technology around the mobile phone, has today announced a deal with The Carphone Warehouse that will see the UK's largest mobile phone retailer offer the Parrot MINIKIT handsfree speakerphone in all 800 of its UK stores.

The Parrot MINIKIT enables mobile users to wirelessly pair their mobile via Bluetooth® with the device to make handsfree calls wherever they are. The sleek black unit, about the size of a wallet, clips onto a car's sun visor for safer calls when driving, but is equally suited to handsfree calls in the office or at home.

To support the retail deal, Parrot and The Carphone Warehouse will be executing a major co-branded marketing campaign including a radio competition with TalkSPORT to give away Parrot MINIKITs and a MINI One car. Online support for the campaign will take the form of the [www.drivehandsfree.co.uk](http://www.drivehandsfree.co.uk) microsite through which consumers can learn more about Parrot's range and the recent legislation changes, helping drivers stay within the law avoiding 3 points and a £60 fine.

The Carphone Warehouse already stocks the Parrot CK3000 EVOLUTION and Parrot 3200 LS-COLOR handsfree car kits for which it will be offering free installation worth £120 throughout June making it even easier for drivers to go handsfree.

Chris Roberts, Country Director of Parrot UK commented, "Parrot has been making some great strides in its retail strategy in the UK. This major announcement with The Carphone Warehouse illustrates the rising awareness of our great range of wireless mobile accessories in the channel and among UK consumers."

Duncan Pickering, Head of in car Solutions at The Carphone Warehouse says, "The Parrot MINIKIT is a great product and particularly with the recent changes in driving legislation will be very popular with our customers. It's compact and easy to use and we're very excited about the rest of Parrot's range. We're in discussions to further expand the Parrot offering in Carphone Warehouse stores."

The Parrot MINIKIT will be available across all 800 Carphone Warehouse stores from June 1<sup>st</sup> 2007 for £49.99 and joins the Parrot CK3000 EVOLUTION and Parrot 3200 LS-COLOR installed car kits already available from the UK's largest mobile phone retailer.

Parrot has also announced that free installation will be offered on these two leading handsfree car kits throughout June.

### **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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