



## Cost cutting measures implemented at Parrot Inc.

Paris, March 24<sup>th</sup> 2009 - 17h40 CET – **Parrot, leader in wireless mobile telephony devices, announced today that it has put into action cost reduction plan in its US subsidiary to further adapt to the current economic recession.**

Facing sharp decline in consumer spending and low level of retail activity in North America, Parrot Inc.'s workforce has been reduced by half enabling the structure to maintain its profitability in 2009 and thus adjusting to the actual level of sales.

Parrot will continue to invest in the North American market and is confident that the smaller team has the ability to maintain and improve Parrot's business on the long term. Indeed, Parrot remains the leader in wireless mobile telephony devices with an innovative product portfolio of hands-free solutions. The products launched at the end of 2008 include, in addition to the hands-free wireless technology, the ability to play any kind of digital music, broaden connectivity and compatibility with virtually all types of mobile phones and smart phones, including the iPhone®. Parrot's strategy in North America remains unchanged: Parrot intends to continue to capture all relevant business opportunities in the market, such as the upcoming change in hands-free legislation in Ontario, Canada as well as the intentions expressed from several states within the United States (Arkansas, Colorado, Florida, Georgia, Hawaii, Missouri, Texas, Virginia).

The management team of Parrot Inc. is now co-lead by David Gaul, Administration and Finance and Christian Coly, Sales & Marketing. Christian has been with Parrot since 2001 and with Parrot Inc. since 2006 where he was Director of Technical Marketing and then in charge of Sales for the automobile specialist ("12 volt" retailers). In 2008, he was responsible for implementing the Certified Installers Program in the North American market, which now gathers a growing network of 450 certified Parrot installers in the United States and will soon be extended to Canada.

### About PARROT

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

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living. Parrot has developed the most extensive range of hands-free kits on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications. In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists. Parrot, headquartered in Paris, currently employs 500 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006.

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

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