



PARROT®

*The opening of a new OEM office
will strengthen the segment development in Japan*

Paris, January 29th 2008 - 17h45 (local time) – Parrot, the leader in wireless peripherals related to the mobile phone, announces today the opening of its Tokyo liaison office dedicated to its OEM business in Japan. Parrot Japan will work closely with other Parrot OEM offices already set up in Detroit, Paris, Hong-Kong and Shanghai.

Parrot provides automotive connectivity solutions (Bluetooth Telephony, Echo-cancellation & Noise Reduction, USB Connectivity and Voice Recognition) to major audio equipment manufacturers. In Japan Parrot's clients namely include Clarion, JVC and Kenwood.

Parrot offers local technical support in order to integrate its technologies into new audio platforms being developed in Japan. In addition to strengthening relationship with existing OEM clients, the new office will provide an additional asset to conquer new clients in this territory.

In 2006, OEM sales came up to 6.8% of the total sales generated by Parrot. During 2007, the segment increased continuously and 9 month OEM sales represented 11.2% of the group sales.

The OEM segment which benefits from historically high margins has a strong growth potential in years to come.

For more information on Parrot's OEM business, you can visit www.parrotoem.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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