



NEWS RELEASE

Ultimate Ears' Most Portable Speaker Gets Even Better

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UE ROLL 2 Blasts Bigger Sound and Greater Wireless Range

NEWARK, Calif.--(BUSINESS WIRE)-- Today **Ultimate Ears** continues to push the boundaries of innovation and design in its portable wireless speakers with the addition of **UE ROLL 2** to its vibrant lineup of anywhere-you-go-proof wireless mobile speakers. Starting first with UE BOOM in 2013 and now reaching new heights with the introduction of UE ROLL 2, UE continues to reinvent the Bluetooth® speaker category, for everything from design to sound.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160524005367/en/>

UE ROLL 2 (Photo: Business Wire)

Whether at the beach or backpacking, UE ROLL 2 brings even more to the party, with 15 percent more sound and an increased wireless range of 100-feet, all while keeping the sleek, disc shape design of the original UE ROLL. Weighing in at just over half a pound, UE ROLL 2 packs in more sound without adding extra size or bulk.

UE ROLL 2 is meant to go with you on your next adventure. Equipped with a bungee cord loop, this already small and light speaker is portable and versatile. You can attach it to your backpack, belt loop or bike, so you can take it anywhere and never be without music. It's waterproof (IPX7 certified), drop-proof and built to withstand a beat up, all while delivering epic sound in the palm of your hand.

"Thanks to its bungee cord loop, UE ROLL was our most portable, convenient, on-the-go speaker in the family," said Charlotte Johs, general manager of Ultimate Ears. "No other speaker comes with everything you need to hang it in the shower, float it in the pool or attach it to your bike. UE ROLL 2 delivers all that and more, with improved sound

and wireless range, so you can do more of what you love with even more freedom and flexibility.”

Every waterproof speaker deserves a spot in the pool. UE ROLL 2 comes with a UE Floatie, so your speaker can float right through the fun and splash up next to you at your pool party.

Pricing and Availability

UE ROLL 2 is expected to be available in the U.S and in select countries in Europe in May 2016, for a suggested retail price of \$99.99. For more information, please visit <http://www.ultimateears.com>.

About Ultimate Ears

Ultimate Ears is transforming the way people experience music, together, out in the world. UE first revolutionized the way artists interact with their concert audiences by reinventing the on-stage monitor, turning it into a custom-fitted earphone. Today, Ultimate Ears continues stronger than ever with its award-winning family of wireless speakers that are designed for people, their friends and wherever life takes them. And with new features and experiences regularly released through free software updates, UE speakers just keep getting better. For more information, please visit www.ultimateears.com. #MakeMusicSocial

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Ultimate Ears

Beth Swierk

415-348-2734

beth.swierk@ultimateears.com