



NEWS RELEASE

Ultimate Ears Ups the Ante with UE BOOM 2

9/15/2015

UE Introduces New Anywhere-You-Go-Proof Mobile Speaker

NEWARK, Calif.--(BUSINESS WIRE)-- Today Ultimate Ears once again dares you to take the party anywhere by adding **UE BOOM 2** to its colorful lineup of beach-, snow- and anywhere-you-go-proof wireless mobile speakers. Starting first with UE BOOM and now turning things up again with UE BOOM 2, Ultimate Ears is continuing to transform the way people experience music, together, out in the world by completely redefining the Bluetooth® speaker category.

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

<http://www.businesswire.com/news/home/20150915005546/en/>

UE BOOM 2 (Photo: Business Wire)

Designed to get wet, muddy and beat up, UE BOOM 2 blasts insanely great sound in every direction. Using the same high-quality materials you have come to expect from Ultimate Ears, UE BOOM 2 is waterproof (IPX 7), drop-proof (from up to five feet high), disruptive and bold, plus a whole lot of fun. It's the size of a water bottle, so stick it in your bike's water bottle holder or clip it to your bag, turn up life and add dimension to any moment.

Building from the award-winning UE BOOM 360-degree speaker that Ultimate Ears introduced in 2013, UE BOOM 2 is 25 percent louder with a longer wireless range of 100-feet and a completely waterproof design, so your music can be shared no matter where you are or what you're doing. It has a 15-hour all-day, all-night battery life, plus, new and innovative tap controls that allows you to skip songs, without needing to have your phone in-hand.

"Music is about making good moments great moments," said Rory Dooley, general manager of Ultimate Ears. "And by taking your music with you, those great moments are now shareable, anywhere. That's why every speaker Ultimate Ears designs is durable and adventure-proof with 360-degree sound, including UE BOOM 2. We've been leading the category in a new direction, and we're breaking the mold yet again with UE BOOM 2."

Plus, UE BOOM 2 gets better with time. Using the UE BOOM 2 app for iOS® and Android™, you can double the sound by pairing UE BOOM 2 with any other Ultimate Ears speaker, remotely turn the speaker on from your phone and even wake up to your favorite music. New updates are sent to UE speakers wirelessly through the app, so you can easily continue to expand features, making each speaker future-proof and even more awesome over time.

UE BOOM 2 comes in six new vibrant color variations: Cherrybomb, Yeti, Phantom, GreenMachine, Tropical and BrainFreeze.

Pricing and Availability

UE BOOM 2 is expected to be available in the U.S. and in select countries in Europe and Asia in September 2015, for a suggested retail price of \$199.99. For more information, please visit 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

Ultimate Ears, the Ultimate Ears logo, and other marks are registered in Switzerland and other countries. All other trademarks are the property of their respective owners. For more information about Ultimate Ears and its products, visit the company's website at www.ultimateears.com.

(LOGIIR)

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150915005546/en/>

Source: Logitech

Ultimate Ears

Beth Swierk

415-348-2734

beth.swierk@ultimateears.com