



October 1, 2013

Ultimate Ears Delivers Huge Sound with the New UE MINI BOOM

Personal Bluetooth Speaker Joins UE BOOM in the Ultimate Ears Lineup, Delivering Big Sound You Can Take Anywhere

NEWARK, Calif.--(BUSINESS WIRE)-- Today Ultimate Ears introduced a major upgrade to the popular Logitech UE Mobile Boombox with [UE MINI BOOM](#), a surprisingly small speaker that delivers unexpectedly huge sound in stylish and vibrant color options. The UE MINI BOOM takes the Ultimate Ears expertise in filling small speakers with big sound to a new level, with a personal speaker with clear highs and deep bass, giving you great stereo sound wherever and whenever you want it.



UE MINI BOOM (Photo: Business Wire)

your tablet, taking a long road trip with family or just listening to your favorite tunes, the UE MINI BOOM was designed to be the ideal companion for today's music consumption lifestyle."

The UE MINI BOOM is available in a range of vibrant colors, including orange, purple, red, yellow and black. It can withstand some rough-and-tumble, thanks to its durable metal frame and rubber casing, so you can throw it in your purse, duffel bag or the trunk of your car without worry. Pair its fun colors with its impressive acoustics, durable build, crystal-clear speakerphone and multi-function button that answers and hangs up calls, and it's clear the UE MINI BOOM is an ideal companion for your music listening.

Pricing and Availability

The UE MINI BOOM is expected to be available in the U.S. in October 2013 for a suggested retail price of \$99.99. For more information, and to find a retailer near you, please visit www.ultimateears.com.

About Ultimate Ears

Ultimate Ears, a brand of Logitech, revolutionized the way artists perform music on stage with the creation of its custom fit professional earphones in 1995. Today, more touring artists use Ultimate Ears than any other brand, and UE makes critically acclaimed earphones and speakers that are redefining the way people experience the music they love. Ultimate Ears is the leading supplier of in-ear-monitors for professional musicians and an emerging provider of premium speakers and headphones for the consumer market. For more information, please visit www.ultimateears.com.

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

With a battery that lasts up to 10 hours, simple controls and Bluetooth® connectivity, the UE MINI BOOM is the perfect music companion, whether you're streaming music videos, hanging out with friends or traveling. It streams big sound from any Bluetooth-enabled device from up to 50 feet away, and with such huge sound, you'll need the extra distance. Thanks to its convenient micro-USB charger, it's easy to find a charge for your UE MINI BOOM almost anywhere. Plus, you can wirelessly pair two UE MINI BOOM speakers together after downloading the free UE MINI BOOM app (available for iOS™ and Android™) to double the sound.

"Ultimate Ears is setting the standard for audio solutions that fit today's mobile lifestyle," said Rory Dooley, general manager of Ultimate Ears. "Marrying incredible convenience with huge sound, the UE MINI BOOM is the latest mobile speaker in the Ultimate Ears lineup to deliver the best of both worlds. Whether you're at home watching the latest music video on

(LOGIIR)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131001005692/en/>

Finn Partners
Andrea McDonald
415-249-6768
andrea.mcdonald@finnpartners.com

Source: Ultimate Ears

News Provided by Acquire Media