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Ultimate Ears Drives Innovation in Mobile Speaker Category

Newest Update Wakes You Up with UE BOOM and Makes Mornings Awesome Again

NEWARK, Calif.--(BUSINESS WIRE)-- [Ultimate Ears](#) introduced [UE BOOM](#) in May 2013 as the world's first social music player, launching the most compelling mobile speaker on the market. Today, the company is revealing another fun element, a new alarm feature that can be added to all UE BOOM speakers with a simple software update. Now, your UE BOOM is not only your ultimate party partner and travel companion, but your new favorite wake-up buddy as well.

"When we conceived of the UE BOOM and its updateable platform, our goal was twofold: introduce the world's first social music player and make sure it stays relevant with the ever-evolving world of music consumption," said Rory Dooley, general manager of Ultimate Ears. "Social music enthusiasts have told us how much they love the 360-degree sound of the UE BOOM, its life resistant design and how it completely integrates into their lifestyle, and now we're taking it to the next level, thanks to regular updates. It started with the rollout of the double-up app feature and is growing with this new alarm feature — and there's more to come."

UE BOOM features a cylindrical shape that blasts 360-degree sound, a water- and stain-resistant acoustic skin and up to 15 hours battery life. And starting today, your UE BOOM can also be used to wake you up in the mornings with your favorite music. Choose an album, station or playlist from popular music services such as iTunes®, Spotify or Pandora, or select any track from your personal music library. Now you can wake up with your UE BOOM and make mornings awesome again.

Anyone with a UE BOOM can easily enable the feature by updating their speaker through the Ultimate Ears website (www.ultimateears.com/update), and by downloading the latest UE BOOM app for iOS™ or Android™ through the App StoreSM or Google Play.

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 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 for the consumer market. For more information, please visit www.ultimateears.com.

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