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Shure Launches New Line of Headsets for Mobile Phones

QuietSpot™ Headset Allows Consumers to Hear and Be Heard

NILES, IL, November 17, 2003—Shure Incorporated announced today the introduction of its QuietSpot Headset, the latest in mobile phone accessories for users who often find themselves in noisy situations where sound clarity is of the utmost importance.

Until now, the mobile phone headset market has been serviced by companies with little experience in high performance audio electronics. Shure's history is rooted firmly in the professional music and broadcast industries, putting it in a unique position to deliver what others could not – a headset that provides outstanding sound quality in any environment.

“Since its inception in 1925, Shure has been renowned for building equipment that provides premier ‘true-sound’ experiences. We’re eager to bring that expertise to a market in which customers have been disappointed by the performance of available products,” said Brian Woodland, Director of Sales and Marketing for the Personal Communications group of Shure Incorporated. “The QuietSpot headset allows users to hear and be heard, even in the noisy settings that characterize our daily lives – on the train, street, or in the office.”

The Shure QuietSpot headset uses a combination of Shure's leading audio electronics and accessories to deliver outstanding sound to both the user and the caller.

- *NoiseBlocker earphone:* The QuietSpot headset leverages Shure's in ear earphone that fits securely inside the ear, blocking out 20 dB or 75% of all background noise.
- *Studio quality speaker:* The QuietSpot headset is equipped with a state-of-the-art speaker that maximizes the clarity of callers and voicemail.
- *Personal Fit Kit:* The QuietSpot headset comes with a series of interchangeable sleeves so that users can experiment to find the solution that fits and feels the best. Sleek style; comfortable, flexible ear wrap. Available in small, medium, and large sizes, the flex sleeves

allow easy, one-handed placement, while the compressible foam sleeves mold to the ear for a personalized fit.

- *Noise-Canceling Boom Microphone:* The QuietSpot headset is equipped with a noise-canceling microphone that picks up 66% less ambient noise than standard omnidirectional microphones. The sleek yet durable boom allows the mic to be adjusted for comfort and optimal performance.

Pricing, Availability, and Warranty

The Shure QuietSpot headset is available for purchase at www.shure.com/quietspot for \$49.99 and carries a 30-day money back guarantee, as well as a limited one-year warranty. There are two models available: one for Nokia cell phone users and one for the majority of other cell phone users.

About Shure Incorporated

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced a wide variety of high-quality consumer and professional audio products, providing a vehicle for an individual's personal sound. Shure's diverse product line includes world-standard microphones, premier wireless audio systems, top-rated phonograph cartridges, problem-solving mixers, digital signal processors, personal monitors, and consumer earphones. Today, Shure products are used wherever high-quality audio performance is a top priority, in a wide variety of industries, markets, and settings.

Shure Incorporated corporate headquarters are located at 5800 W. Touhy Avenue, Niles, IL 60714, 847.600.2000.

For digital press quality images of the Shure QuietSpot headset, please visit www.shure.com/press/quietspot.