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**JOBY INC. TO UNVEIL INNOVATIVE PRODUCT SLATE AT THE CONSUMER
ELECTRONICS SHOW 2008; ZIVIO BLUETOOTH® HEADSET
MAKES WORLDWIDE DEBUT**

Last Year's Media Darling Returns with Groundbreaking New Products

SAN FRANCISCO, CA – Jan.3, 2008 – Joby Inc., creator of the award-winning Gorillapod™ flexible camera tripod and a leading developer of innovative consumer electronics accessories, will unveil the highly anticipated Zivio™ Bluetooth® Headset at this year's Consumer Electronics Show (CES), taking place Jan. 7-10 in Las Vegas, NV. On showcase at the Joby booth, #71037, at the Sands Convention Center, the Zivio is an elegant, high performance Bluetooth headset that sets new standards in design, performance and mobile freedom.

The Zivio's revolutionary extendable, flexible microphone boom gives users the freedom to communicate in any environment, even the extremely noisy and windy surroundings that traditionally cripple headsets. The product is equipped with interchangeable earpieces and soft gel caps to provide all-day comfort, as well as an optional ear loop for a custom fit. A sleek and lightweight headset, the Zivio can be worn on the left or right ear and will be available in a variety of colors.

Following the Gorillapod's huge success at CES 2007, Joby is also introducing the latest Gorillapod innovations at its booth in the Sands Convention Center. New additions to the Gorillapod line up include the Gorillapod Go-Go!™, a mobile entertainment kit designed to allow users to hold, position, or attach a variety of electronic devices anywhere on the go, and new eco-friendly packaging in celebration of CES's "go green" efforts.

“Over the past 12 months our development team has been working hard to create products that improve the everyday consumer’s life, allowing flexibility and freedom from the constraints of technology,” said JoeBen Bevirt, founder of Joby. “With the unveiling of the Zivio and the Gorillapod Go-Go!, our goal is to deliver two new products that simplify the connection between consumers and high-tech devices, ultimately creating a more enjoyable user experience. We are thrilled to introduce these products at this year’s CES.”

For more information about Joby and its products please visit the official company website at www.joby.com.

ABOUT JOBY

Founded in 2005, San Francisco-based Joby has established itself as a leader in the design, development and commercialization of innovative products for the consumer electronics market. Joby’s Gorillapod™ product line, which serves the consumer photography market, was launched at CES 2006. The Gorillapod is now available in three sizes and many vibrant colors, and is sold in more than 40 countries. Joby will add to its track record of innovative high quality products later in 2008 with the launch of the Joby Zivio™, a high-end Bluetooth Headset for the personal communications market.

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