



FOR IMMEDIATE RELEASE

Joby Protects Gorillapod Product Design
Company Resolves Disputes with Toca America and Case Logic

SAN FRANCISCO, CA – August 29, 2008 – Joby, Inc. is pleased to announce significant progress in its efforts to protect its unique design of the Gorillapod product line from knock-offs in the United States and Canada. The company recently resolved disputes with Toca America and Case Logic, procuring agreements from both to discontinue sales of tripods that Joby believes infringe on its tripod design.

"We are very pleased with our progress so far," said Sam Raha, Joby's CEO. "Joby is proud of its Gorillapod design, and is committed to protecting it around the world."

ABOUT JOBY

Founded in 2005, Joby, Inc. has established itself as a leader in the design and development of innovative products for the consumer electronics market. Joby is a privately held company headquartered in San Francisco, California. For more information about Joby please visit www.joby.com.

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