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**For Immediate Release**

**BOSE INTRODUCES QUIETCOMFORT® 20 ACOUSTIC NOISE CANCELLING® HEADPHONES  
AND SOUNDLINK® MINI BLUETOOTH® SPEAKER**

**Mobile Audio Like Never Before**

June 4, 2013 -- Today, Bose ushered in a new era of portable audio by introducing its new Bose® QuietComfort® 20 in-ear noise cancelling headphones and Bose SoundLink® Mini *Bluetooth*® speaker. Both offer an entirely new experience when listening to a smart device or tablet, delivering performance that redefines what's possible from mobile audio.

**QuietComfort 20 Headphones: The Most Versatile Bose Headphones Ever**

The new QuietComfort 20 headphones are the first in-ear noise cancelling headphones from Bose. They deliver a stunning breakthrough in noise reduction, audio performance and comfort, and offer two ways to listen -- one to shut out the world, and one to keep you connected. They fit in your pocket, weigh just 1.5 ounces, and rival the performance of much larger headphones.

"The Bose QC20s are a revolutionary headphone," said Sean Garrett, vice president of the Bose Noise Reduction Technology Group. "Just like your phone, you'll want to take them everywhere, every day."

The QC®20 headphones benefit from over 30 years of continuous research in noise reduction technology, and integrate more U.S. patents than any Bose® headphone ever made.

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Bose engineers first placed two tiny microphones in each earbud; one senses the sound approaching, the other measures the sound inside. The measurements are then sent to a digital electronic chip located in the control module found on the headphone cord. The digital electronic chip -- exclusive to Bose, and the first of its kind -- calculates an equal and opposite noise cancellation signal within a fraction of a millisecond. The resulting noise reduction is so dramatic, it has to be heard to be believed.

Within the quiet environment created by Bose noise reduction, musical detail previously "lost" through conventional in-ear headphone listening can be heard with remarkable clarity. Bose TriPort® technology uses ports to increase the effective acoustic space of the earbud to reproduce deep lows, and lifelike vocals and instruments. Bose active equalization tunes the frequency response for improved, natural sound. All music genres sound better -- full, rich, and deep, without artificial boosts or distortion.

The QuietComfort® 20 headphones were made for comfort and performance. New proprietary StayHear®+ ear tips sit at the entrance of the ear canal, and feature an improved conical design that ensures an effective seal to passively block noise, and the proper acoustic enclosure to improve active noise reduction. They are stable, secure, and barely felt.

The QC20 headphones can be used in two ways, giving you control over what you hear and when. Owners can choose to block out the noisy world and enjoy their music. Or, with the push of a button on the cord's Y-joint, the QC20 headphones switch to new *Aware mode*, which keeps the music playing, but allows surroundings to be heard clearly: a horn beeping, friend talking, a passerby, or gate announcement at the train or airport.

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“Aware mode changes behavior,” said Garrett. “With it, you no longer have to remove your headphones to connect with the world. It’s just another reason why the QC20 headphones can be used in more places, in more ways, and more often than any other headphone available.”

A rechargeable battery provides about 16 hours of power; when the battery is depleted or the power is turned off, the music plays on.

The new QuietComfort® 20 headphones include an integrated inline microphone and controls that enable you to take calls. They are available in two different models: the QC20 headphones work with most Android™, Windows® and BlackBerry® phones; the QC20i headphones are designed specifically for select iPhone, iPad and iPod models.

The QC20 and QC20i join the iconic QuietComfort 15 headphones and QuietComfort 3 headphones in the renowned Bose® QuietComfort noise cancelling headphone line.

**SoundLink® Mini Speaker: A New Kind of Ultra-Portable Bluetooth® Speaker**

The new SoundLink® Mini speaker is a completely new Bose® SoundLink® family member. It fits in the palm of your hand, connects wirelessly to a smart device or tablet, and delivers a new level of performance for personal, out-loud listening.

“Handheld speakers aren’t new, but none are like the SoundLink Mini,” said Phil Hess, vice president of the Bose Home Entertainment Division. “Developing a smaller speaker wasn’t the goal and it wasn’t enough. The SoundLink Mini had to be small, and it had to offer better sound than any speaker of its size. And we believe it does.”

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At 1.5 pounds, the SoundLink® Mini speaker weighs no more than the average tablet. It measures just 2.0"H x 7.1"W x 2.3"D -- 30% the size and 50% the weight of the original SoundLink® Mobile speaker. With its anodized aluminum housing, it resists scratches and fingerprints, and is strong and durable enough for the rigors of everyday use.

The SoundLink® Mini speaker features several engineering advancements precisely integrated in its enclosure: two new passive radiators feature a patented surround to reproduce the lowest low notes. The proprietary passive radiators are driven by new custom-designed, high-efficiency Bose® transducers. Debuting in the SoundLink® Mini speaker, the new Bose transducers move twice the air as conventional same-size transducers and deliver clear mid- and high-frequencies. To optimize the audio output, Bose digital signal processing is integrated for tonally balanced sound at any listening level. The resulting experience is unprecedented: the SoundLink® Mini plays the full range of music -- lifelike and powerful.

The SoundLink® Mini speaker uses *Bluetooth*® A2DP and a powerful antenna for a reliable wireless connection. It's easy to pair and play, connecting to a mobile device at the touch of a button on the speaker's control panel. The six most recently used *Bluetooth* devices are stored in memory, eliminating the need to pair again.

The SoundLink® Mini speaker comes with a charging cradle, making it easy to grab-and-go with your music, and a rechargeable lithium-ion battery for up to seven hours of listening. Accessory soft covers in orange, green and blue, and a travel bag, are also available for customization and convenience.

The SoundLink® Mini *Bluetooth*® speaker joins the acclaimed SoundLink® *Bluetooth*® Mobile speaker II in the Bose® *Bluetooth*® speaker product line.

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### **Pricing, Accessories, Availability**

The QuietComfort® 20 and 20i headphones will be available starting in the summer of 2013 for \$299.95. The SoundLink® Mini *Bluetooth*® speaker will be available beginning on July 11, 2013, for \$199.95; SoundLink® Mini speaker preorders begin today. SoundLink® Mini speaker accessory soft covers will retail for \$24.95; the travel bag will retail for \$44.95. The QuietComfort 20 headphones, SoundLink® Mini speaker and its accessories will be sold through Bose stores, Bose.com, toll-free at 1-800-444-BOSE (2673), and select authorized dealers.

### **About Bose Corporation**

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose® innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to noise cancelling and audio headphones, digital music systems, *Bluetooth*® speakers and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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