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## **SOUND ID APPOINTS JIM HUNTER AS DIRECTOR OF NORTH AMERICAN SALES**

MOUNTAIN VIEW, California, January, 6, 2010 – Sound ID, an innovator in combining knowledge of the human ear with cutting-edge Bluetooth technology, today announced the appointment of Jim Hunter as Director of North American Sales. Mr. Hunter brings 25 years of high performance sales and marketing experience in the field of wireless communications and consumer electronics to Sound ID, which will directly contribute to the company's overall growth in the Bluetooth accessory market.

"Jim is an ideal candidate to lead North American sales for Sound ID," said Michael Jones, President and CEO of Sound ID. "With experience in working with some of the nation's top wireless accessories and Bluetooth suppliers and in-depth technical and wireless product knowledge, we know that he will be an asset to our company – helping to help to elevate the brand and our business to the next level."

Throughout his career Mr. Hunter has successfully worked with Fortune 500 companies and start-ups throughout the United States and abroad, including Jeva Technologies, Inc., a major manufacturer of wireless accessories and GN Netcom's Jabra, one of the world's leading headset manufacturers. His background includes identifying and emphasizing a company's unique value proposition and he has presented and successfully launched many new national and international brands to the U.S. market.

"I am excited to work with Sound ID's sales and marketing team and look forward to leading the company's expansion in the Bluetooth category," said Jim Hunter. "It's an exciting growth opportunity."

### **About Sound ID**

Sound ID™ was founded with the mission to bring personalized sound to mainstream consumers. Sound ID has accomplished this by combining deep knowledge of the human ear with cutting-edge Bluetooth technology and patented Adaptive Noise Compensation techniques. The result is a new category of Bluetooth-compatible headsets – designed to revolutionize your personal appreciation of sound by addressing your unique hearing preferences in a wide variety of environments.

Noted Ear Doctor from Stanford University and entrepreneur Dr. Rodney Perkins founded Sound ID based on the premise that personal communications devices, such as Bluetooth headsets, could benefit from knowledge advancements of how the human ear processes sound. From there, Dr. Perkins brought together top scientists and engineers in psychoacoustics, product design and software development to create a truly advanced product line.