



**For more information, contact:**  
Liz Cahill, Signal Rock Communications  
Liz@signalrockcomm.com / 323.627.7878

## **SOUND ID NAMES STEPHEN G. TARNOW AS DIRECTOR OF FINANCE**

MOUNTAIN VIEW, California, August X, 2010 – Sound ID, the leader in personalization of sound to enhance the Bluetooth audio experience, today announced the appointment of Stephen G. Tarnow as Director of Finance. Mr. Tarnow began working in the financial industry more than 20 years ago, and brings a rich knowledge base of accounting and finance, along with expertise in operations to Sound ID.

“We welcome Steve to the Sound ID team and look forward to leveraging his accounting and management acumen to support our company’s growth,” said Michael Jones, President and CEO of Sound ID. “Steve has built a strong finance and operations background working for top technology players and I know that he’ll be an asset to our company as we continue to expand and bring new innovations to market.”

Throughout his career Mr. Tarnow has worked for several technology companies, including DiscoverX Corporation, Cisco Systems, and Siemens Information and Communication Networks, Inc. During this time, Mr. Tarnow gained experience in financial planning, as well as forecasting and management of accounting-related functions on an international scale.

“I look forward to joining Sound ID during this exciting time, as the company has just launched its most advanced product to date – the Sound ID 510 – which is the first Bluetooth headset with its own iPhone app,” said Stephen Tarnow. “I know that my experience will be instrumental in improving processes and supporting sales and operations while building a solid financial foundation for the company.”

### **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 advanced wireless 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.

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