

The Jabra logo is displayed in black text on a yellow rectangular background.

JABRA BIZ™ 2400 RAISES THE BAR FOR QUALITY STANDARDS

Fewer than 0.1% of all units sold have been returned, proving Jabra has the perfect quality solution to meet industry need for cutting-edge audio, build and comfort

(**COPENHAGEN**, APRIL 2010) One year after the launch of its Jabra BIZ™ 2400 series of corded headsets, Jabra, the world leader in innovative headset solutions, has further established its quality superiority with a significant statistic: Of the more than 100,000 Jabra BIZ™ 2400 headsets sold over the past year, a mere 0.1 percent have been returned to Jabra.

“One of the reasons the Jabra BIZ™ 2400 is so successful is that it blends very high quality with excellent performance in the critical areas of audio, build and comfort,” said Niels Joergensen, Senior Vice President, CC&O Division, Jabra. “These three areas must work together seamlessly if a headset is to surpass the user’s expectations.”

“It is fair to say no one else in the industry does more in terms of quality thinking than Jabra. Our quality is apparent from the very first stages of design and development all the way through production, packaging and shipment to our customers. And customer satisfaction is apparent from the extremely low numbers that have been returned. Fewer returns means greater customer satisfaction – it’s that simple.”

The Jabra BIZ™ 2400 Series consists of more than 20 models, each designed to meet the specific requirements of a traditional desk phone, softphone or wideband phone. Each headset has a frequency response rate and noise canceling system most appropriate for its work application.

Underneath its intuitive, user-friendly surface, the Jabra BIZ™ 2400 possesses a number of innovations and features that are particularly important to those in contact centers and offices, who spend the majority of their day on the telephone. Chief among these are:

- USB variant with built-in Bluetooth® connection, allowing users to switch effortlessly between PC softphone and mobile phone calls
- A noise-canceling, break-proof boom arm with 360-degree rotation
- Surgical steel at key points for maximum strength

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The GN Netcom logo consists of the letters 'GN' in a bold, sans-serif font inside a square box, followed by the word 'Netcom' in a smaller, sans-serif font.

Other attributes include a Kevlar-reinforced cord to protect against kinking and damage, extra-soft ear cushions, programmable soft-buttons and three flexible wearing styles.

From the outset, Jabra's confidence in the Jabra BIZ™ 2400 Series was evident with its three-year warranty as opposed to the two-year warranty of competitive headsets.

"The extremely low number of units returned, just 0.1 percent, shows our confidence was well-founded," said Niels Joergensen, Senior Vice President, CC&O Division, Jabra. "From the beginning we knew this was a dynamic product that filled, and still fills, a need in the marketplace. It's an excellent fit with the other headsets in our award-winning portfolio."

For more about Jabra BIZ 2400, please visit www.jabra.com/10xbetter

About GN Netcom

Through its Jabra brand, GN Netcom is a world leader in innovative headset solutions. With around 900 employees and sales offices around the world, GN Netcom develops, manufactures and markets a broad range of wireless headsets and speakerphones for mobile users and both wireless and corded headsets for contact center and office-based users. GN Netcom's business activities also include its original equipment manufacturing (OEM) business. GN Netcom is a subsidiary of GN Store Nord A/S.

For further company information, please visit www.jabra.com

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