

## Jays teams up with Mobileistic for the US

*Swedish headphone maker Jays AB (publ) has entered into a partnership with distributor Mobileistic for the US market. The cooperation will encompass the complete product line catered towards the carrier space.*

The Swedish headphone maker Jays AB (publ) makes a fundamental move in growing its position in the US market. The award winning developer of earphones and headsets now enters into a partnership with one of the leading mobile accessory distributors in the United States, Mobileistic.

Mobileistic is a New York based Master Dealer in the wireless distribution space. Established in 2002, the company has grown exponentially year over year to become one of the largest Master Dealers for AT&T and Sprint in the Tri-State area and among the largest sellers of wireless accessories in the US with a network covering over 5000 distribution points.

“Changing industry dynamics requires competent and experienced partners, constantly adopting and evolving with the market. With 12 solid years in the business and a fantastic track record in the industry, we think that Mobileistic makes a perfect partner for our future success in the US carrier space“, says Rune Torbjørnsen, CEO Jays AB (publ).

“Jays’ attractive products fill an empty void in this category and we are excited about the prospect the brand brings to our business and retail partners” adds Bonnie Hemrajani, CEO Mobileistic. “Our close liaison with the store network makes us effective in communicating the brands we carry and we are confident we will execute on Jays’ strategy in the US the same way it has been successfully implemented in other markets.”



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*Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user’s body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.*

**Jays AB (publ)**

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