

## Jays teams up with T-Mobile in the US

*Swedish headphone maker Jays AB (publ) has entered into a cooperation with mobile operator T-Mobile for the US market. The cooperation comprises availability in nearly 3000 stores and is set to be launched in June 2014.*

The Swedish headphone maker Jays AB (publ) moves towards further establishing its position in the US market. The award winning developer of earphones and headsets now enters into a cooperation with one of the leading mobile operators in the United States, T-Mobile. Initially, four JAYS models will be part of T-Mobile's core audio assortment for a nation-wide launch in nearly 3000 stores by June 2014.

T-Mobile is one of the worlds leading providers of mobile communications, owned by Deutsche Telecom. T-Mobile operates the fourth largest wireless network in the US market with 45 million customers and annual revenues of \$21.35 billion.

"We believe that our products gives the value and features that the increasingly demanding headphone consumers are looking for today", says Rune Torbjørnsen, CEO Jays AB (publ) in a comment. "As we are seeing growth in the carrier segment for headphones, this collaboration marks an important step for Jays in introducing our iWA-concept to the US consumers and T-Mobile provides a perfect launch platform that allows us to do that."



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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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