

The Jabra logo consists of the word "Jabra" in a bold, black, sans-serif font, with a registered trademark symbol (®) to its upper right. It is set against a bright yellow rectangular background.The Avaya logo is the word "AVAYA" in a bold, red, sans-serif font. The letters are slightly spaced out, and the 'A's have a unique, angular design.

NEWS RELEASE

Jabra Elevated to Platinum Membership in Avaya's DevConnect Program providing Quality Audio Solutions for Avaya Unified Communications

Innovative hands-free audio solutions deliver excellent acoustics, provide ergonomic comfort and increase productivity in Unified Communication and Contact Center work environments.

For Immediate Release: [26/4/11]

(COPENHAGEN, DENMARK, 26 APRIL, 2011) - Jabra, a global manufacturer of innovative headset solutions, today announced it has been elevated to Platinum Membership in the Avaya DevConnect program by Avaya Inc., a global leader in business collaboration systems, software and services. As a global headset provider for Avaya Unified Communications solutions, Jabra has been recognized for a higher level of commitment in developing and integrating a wide range of wireless and corded headsets that offer superior audio quality, increased workplace productivity, and enhanced ergonomic comfort. Businesses deploying Avaya telephony can now experience the full benefits of Unified Communications anytime, anywhere through Jabra's unique, easy-to-install, simple-to-use headsets and speakerphones.

The Avaya DevConnect program promotes the development, compliance-testing and co-marketing of innovative third-party products that are compatible with standards-based Avaya solutions. Member organizations have expertise in a broad range of technologies – including IP telephony, contact centers and mobility applications – helping companies extend the value of multivendor networks and transform voice into an intelligent business application that delivers true value to the bottom line.

"Platinum Membership in Avaya's developer community allows Jabra to continue to develop deeper integration with Avaya platforms which will lead to an enhanced user

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Phone +45 4575 0000 Co. Reg. No. 15069511 www.jabra.com

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experience," said Chris Briglin, Vice President of Strategic Alliances at Jabra. "Building on Avaya's resources and Jabra's innovative product development, customers in offices, contact centers and on the road will have a broader portfolio of compliance-tested solutions designed to meet their individual needs and budget requirements. Jabra is dedicated to enhancing the user experience by developing unique audio end points that allow customers to appreciate the full collaborative value of Unified Communication; regardless of where they work or how they connect to the network."

The Avaya DevConnect program currently includes thousands of software and hardware developer companies, integrators, service providers and customers. Members have created a broad array of innovative solutions tested for Avaya compliance, including natural language speech recognition applications, wireless services, specialized computer telephony integration and reporting capabilities, and applications tailored for specific vertical industries.

Through the DevConnect program, Avaya provides a number of platforms and interfaces for member companies to develop with and enhance.

"Development partners like Jabra provide the tools Avaya customers need to change the way they communicate and to establish a true competitive advantage in the marketplace," said Eric Rossman, Vice President, Developer Relations, Avaya. "Jabra's continued dedication to being a world-leader in Unified Communications Solutions shines through in the wide range of products they create specifically to fit the needs of all business users, regardless of where and how they choose to communicate."

As a member of the DevConnect program, companies have access to a wide range of support from Avaya, including technical resources and training. There are three levels of membership – Registered, Gold and Platinum – each entailing progressive levels of marketing and sales involvement. Free Registered membership is available to anyone interested in designing Avaya-compatible solutions. Gold-level members and Platinum members must meet rigorous Avaya criteria for customer satisfaction, product support,

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business operations, marketing and sales. Jabra is now a Platinum member of the Avaya DevConnect program.

Membership information and a listing of solutions developed and tested under the DevConnect program are available at www.avaya.com/devconnect.

About Avaya

Avaya is a global leader in business communications and collaboration systems, providing unified communications, contact centers, data solutions and related services to organizations of all sizes around the world. For more information please visit www.avaya.com. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect.

About Jabra

Through its Jabra brand, GN Netcom is a world leader in innovative headset solutions. With around 825 employees and sales offices around the world, GN Netcom develops and markets a broad range of wireless headsets and in-car speakerphones for mobile users and both wireless and corded headsets for contact center and office-based users. GN Netcom is a subsidiary of GN Store Nord A/S.

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