

Novero showcases the modern man`s Bluetooth headset.

New Headset Features Nearly a Full Day's Worth of Talk Time.

MOBILE WORLD CONGRESS – Barcelona, Spain – Feb. 15, 2010 – novero, a company passionate about creating stylish wireless products, today announced the upcoming availability of Lexington, a clean and confident Bluetooth solution for men. The debut of Lexington embodies novero's vision to develop products that embrace both style and superior functionality. Designed to flawlessly compliment one's mobile lifestyle, Lexington is crafted in brushed steel and piano black finish – a refined, understated headset, embracing the modern man's aesthetic. The handsome novero product goes beyond its sharp appearance and provides an unprecedented 20 hours of talk time thanks to its accompanying charging case, wrapped in fine Italian Napa leather. novero will be selectively showcasing Lexington and its growing portfolio of products behind closed doors at the Mobile World Congress.

“novero is a company that creates intelligent lifestyle solutions that have brilliant and unique personalities. Our customers are sharp people and Lexington is inspired by the philosophy that true style is forever – an idea that fails to exist with current Bluetooth offerings,” said Razvan Olosu, CEO, novero. “With Lexington, you no longer have to compromise fashion for technology; you can indulge in the best of both worlds.”

Lexington features a dual-microphone sensor with noise cancellation to ensure crisp, clear audio whether in the office, driving down the coast or traversing the loudest of terminals. The stylish carrying case holds up to four additional charges for the headset before it needs to be plugged in again – perfectly suited for the man always on the move. Accented by a brushed steel clip, Lexington can be worn discretely by sliding it on the lapel of a suit or the pocket on a pair of slacks. To further extend its versatility, Lexington also includes a car charger and in-car mount, a wall charger with universal wall plug adaptors, universal USB cable, and eight interchangeable ear loops to ensure a tailored, comfortable fit.

Lexington will be available in May through premiere online and retail outlets for EUR 199.

More information about novero products and availability please visit novero.com and follow the company on [Twitter](#).

About novero

novero is a company passionate about creating wireless products that move seamlessly with your life while enhancing your style. By challenging the conventions of today with imagination and high-design, novero creates mobile lifestyle products that build unique levels of loyalty among sophisticated customers.

Founded by visionary Razvan Olosu via a management buyout of Nokia's Automotive Group, novero is headquartered in Düsseldorf, Germany and designs wireless solutions for consumers and automotive clients. The company has delivered products for customers including Audi, Bentley, BMW, Ford of Europe, Jaguar, Land Rover, Mercedes-Benz, Volkswagen and Nokia. With over 425 employees worldwide across offices in Europe, North America and Asia, novero is a multinational company that thinks like a boutique in delivering exceptionally fashioned products that resonate with discriminating buyers. For more insight, please visit us at: www.novero.com.

For more information contact:

Novero GmbH
Frau Katrin Graul
Parselvalstraße 7a
40468 Düsseldorf
+49 (0)172) 5673814
katrin.graul@novero.com

PR-Agency gannaca
Catherine Moseley-Hyza
51-53 Anerley Road
London SE19 2AS
+44 (0)7734 157 929
moseley-hyza@gannaca.com