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NOT ALL U.S. ADULTS SUPPORT FULL BAN OF CELLPHONE USE IN THE CAR

According to study commissioned by Parrot® and conducted by Harris Interactive®:

- ***76% (more than two thirds) of Americans believe people are at least somewhat likely to vote against legislators in favor of the National Safety Council's proposed cell phone ban if it were passed in their state***
- ***46% of Americans agree that true voice-activated hands free devices are a safe way of using cell phones in cars and should not be banned***

DETROIT, MI (March 10, 2009) – The study was commissioned by Parrot, Inc., the world's largest manufacturer of hands free car kits, and conducted by Harris Interactive®, a leading market research firm.

Parrot sponsored the survey of 2,491 U.S. adults aged 18 years and older to explore the attitudes of U.S. adults with regard to a proposal from the National Safety Council demanding that U.S. legislators support laws that fully ban cell phone use while driving throughout the United States. The study found that if the ban were to be passed in their state, more than two-thirds of U.S. adults (68 percent) with a college degree or higher education believe people would be at least somewhat likely to take action against the proposed ban by voting against the legislators who supported it in the next state election. It's not surprising that 84 percent of younger adults – ages 18-34 – felt most strongly that people would vote against legislators who support it.

The study also found that almost half (46 percent) of U.S. adults agree that true, voice-activated hands-free systems, such as installed car kits, should not be banned even though the proposed legislation prohibits the use of all cell phones while driving. True, voice-activated hands-free systems do not include wired or wireless Bluetooth headsets or earphones because most are not fully voice activated and require manipulating one's phone. Only car kits and factory-installed systems allow drivers to take and make calls without ever taking their hands off the wheel or eyes off the road.

"Ultimately, the survey results mirror Parrot's beliefs," said Christian Coly, director of technology at Parrot, Inc. "Confronted to the reality of cell phone use in cars, rather than banning all cell phone use while driving, it is smarter to push drivers to use advanced voice-activated hands free systems which are totally integrated to the driver's environment. If one must take or make a phone call while driving, Bluetooth® enabled hands-free solutions from Parrot and others allow drivers to keep their hands on the wheel and eyes on the road thanks to voice activated control and outstanding sound quality."

Methodology

This survey was conducted online within the United States by Harris Interactive via its QuickQuerySM online omnibus service on behalf of Parrot, Inc. between January 27 and 29, 2009 among 2,491 U.S. adults aged 18 years and older. Results were weighted as needed for region, age within gender, education, household income and race/ethnicity.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

About Parrot

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living. Parrot has developed the most extensive range of hands-free systems on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications. In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists.

Parrot, headquartered in Paris, currently employs 500 people worldwide, generates 86.6% of its sales overseas and stands as a fast-growth company (2007 revenues: 220 million euros, tripled since 2005) listed since 2006 on Euronext, Paris.

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About Harris Interactive

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