

Ultimate Ears Teams with Skateboard Artist Don Pendleton to Roll Out New Limited Edition UE BOOM

Ultimate Ears Expands Limited-Edition Lineup with UE BOOM - Jettison Edition

NEWARK, Calif.--(BUSINESS WIRE)-- Today Ultimate Ears is expanding its limited-edition lineup of [UE BOOM](#) with the announcement of its collaboration with artist [Don Pendleton](#) on UE BOOM - Jettison Edition. This limited-edition run of UE BOOM is designed with Pendleton's distinct organic cubist graphic style and is the latest in a series of one-of-a-kind acoustic skins for UE BOOM, aimed to blend people's passions for music, design and art.



UE BOOM - Jettison Edition
(Photo: Business Wire)

Pendleton, please visit www.elephant.com.

About Don Pendleton

Don Pendleton is an American artist, designer and illustrator living in Dayton, Ohio. He was influenced by his father's art at an early age and started drawing at age 9, and began skateboarding at 14. After securing sponsors, he went through the amateur ranks of skateboarding, competing and doing demos. An ankle injury in 1992 shifted his focus back to artwork and he completed a bachelor's degree in graphic arts at Marshall University in 2004. He is currently a freelance artist focusing on select commercial work and painting. In addition to Alien Workshop and Element Skateboards, his clients include Zero Skateboards, Mountain Dew, Pearl Jam, Oakley, Nike 6.0, Gravis, Burton, K2, DVS Shoes and etnies, among others. Don's work has been featured on the cover of Juxtapoz Magazine and Monster Children Magazine. In April 2014, his first solo museum exhibit - "Fine Lines" - opened at the Huntington Museum of Art in Huntington, WV, featuring 15 years of skateboard graphics as well as paintings and prints. You can see more of Don's work at www.elephant.com or follow Don on Instagram @pendleton.

For almost two decades, Pendleton has made his mark on the skate industry with his design patterns appearing on products from a variety of notable brands, such as Alien Workshop, Burton Snowboards, Element Skateboards, etnies and Mountain Dew®. Now, Pendleton is turning up the volume on his art, bringing his recognizable colors and shapes to the smart acoustic skin of UE BOOM.

"Don has been a major force in fusing the two worlds of art and skate," said Rory Dooley, general manager of Ultimate Ears. "Skating is often viewed as self expression, much like art and music. Through our collaboration with Don, Ultimate Ears is able to amplify that expression by giving people the opportunity to share the music they love out loud, while also showing off their love for the skating culture."

Introduced in 2013, UE BOOM has already won four prestigious design awards, including a 2014 gold iF product design award and a gold 2014 International Design Excellence Award (IDEA). The speaker continuously evolves with industry-defining features, such as alarm functionality, sound customization and two-speaker pairing - the Double Up feature - delivered through software updates, setting the gold standard for smart speakers. Built to withstand the rigors of life - including the intensity of the skating world - its cylindrical shape blasts bold 360-degree sound, and features a water- and stain-resistant acoustic skin and up to 15 hours of battery life.

"I've been very lucky to make a career around the two things I love the most: art and skateboarding," said Pendleton. "Skating has a long tradition of encouraging creativity and of pushing the boundaries of what we traditionally consider 'art.' Working with Ultimate Ears has given me the chance to add music into the mix, which is another important aspect of the skateboarding culture and a huge part of my life. To me, the combination of art and music is as natural as combining art and skateboarding, so it's rad to be involved in this project."

Pricing and Availability

UE BOOM - Jettison Edition is expected to be available in the U.S. and in select countries in Europe starting in July 2014 for a suggested retail price of \$199.99. For more information, please visit www.ultimateears.com or www.makemusicsocial.com. To find out more about Don

About Ultimate Ears

Ultimate Ears, a brand of Logitech, revolutionized the way artists perform music on stage with the creation of its custom fit professional earphones in 1995. Today, more touring artists use Ultimate Ears than any other brand, and UE makes critically acclaimed earphones and speakers that are redefining the way people experience the music they love. Ultimate Ears is the leading supplier of custom fitted earphones for professional musicians and an emerging provider of premium speakers and earphones for the consumer market. For more information, please visit www.ultimateears.com.

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