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Ultimate Ears Introduces New Mobile Speaker Designed for Whatever, Wherever, Whenever

UE ROLL is a Waterproof Go-Everywhere Speaker that Connects to You and Your Music

NEWARK, Calif.--(BUSINESS WIRE)-- Ultimate Ears continues to transform the way people experience music, together, out in the world. Today, Ultimate Ears announces [UE ROLL](#), a powerful pint-sized wireless Bluetooth® speaker that is ready for whatever, wherever, whenever. You haven't heard anything yet.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150616005561/en/>

UE ROLL blasts unapologetically awesome 360-degree sound that is loud and crisp with deep bass that busts out incredible beats. On top of its insane sound, the design of UE ROLL carries the essence of the original [UE BOOM](#) and is made to be part of your ultra-mobile lifestyle.



Whether you fasten it to your swimsuit using its one of a kind attach-and-go bungee cord, or hook it to your hiking gear while you backpack, UE ROLL connects to you, your friends and your music. It is waterproof (IPX7 certified) and life-resistant, forged from the toughest, most premium materials, so you can dunk it, drop it or toss it anywhere.

"Music is made for sharing, connecting and enjoying," said Rory Dooley, general manager of Ultimate Ears. "It transforms moments into something special, and we designed UE ROLL to be part of those moments. No matter where you are, or what you're doing, UE ROLL is there to amplify any experience."

In addition to its epic sound and adventurous go-everywhere build, UE ROLL continuously gets better over time, just like UE BOOM and [UE MEGABOOM](#). Through the UE ROLL app for iOS® and Android™, you can wake up to your favorite music, remotely turn the speaker on, and even double the sound by pairing it

UE ROLL (Photo: Business Wire)

with any other Ultimate Ears speaker. New updates are sent to UE speakers wirelessly through the app, so you can easily continue to expand features, making each speaker even more awesome with time.

Pricing and Availability

UE ROLL is expected to be available in the U.S. in June 2015, and in select countries in Europe and Asia in July 2015, for a suggested retail price of \$99.99. For more information, please visit www.ultimateears.com.

About Ultimate Ears

Ultimate Ears is transforming the way people experience music, together, out in the world. UE first revolutionized the way artists interact with their concert audiences by reinventing the on-stage monitor, turning it into a custom-fitted earphone. Today, Ultimate Ears continues stronger than ever with its award-winning family of wireless speakers that are designed for people, their

friends and wherever life takes them. And with new features and experiences regularly released through free software updates, UE speakers just keep getting better. For more information, please visit www.ultimateears.com. #MakeMusicSocial

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