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Blast Motion Launches First Product Blast Baseball and Debuts New Website

Blast's Precision Motion Sensor technology brings baseball and softball players new ways to track, share and compare their game

Carlsbad, CA; Geneva, Switzerland, May 7, 2014 – Blast Motion announces the launch of its first product, Blast Baseball, which was developed in close collaboration with STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications, utilizing ST's highly advanced MEMS process technology. Blast Baseball educates athletes on the mechanics of their swing, empowers them to make meaningful adjustments, and offers a new way to share achievements.

Weighing less than an ounce and dustproof, shockproof and waterproof, Blast's Precision Motion Sensor attaches to the end of any bat. Bluetooth® smart technology transmits accurate swing analytics to your iPhone® or iPad® while you play. Blast Baseball's accuracy can be compared to some of the most sophisticated tracking systems in the world. Blast Baseball even understands the difference between practice swings and real hits, and can store swing information when the sensor is out of range of its partnered mobile device.

"Essentially invisible, Blast Baseball lets players focus on the game without changing their natural swing and provides access to important metrics when they want them," said Roger Weingarth, President and COO of Blast. "It is important to us that Blast Baseball not only track key metrics, but give users new ways to interact with the data. They can track and learn about their swings, compare metrics and easily share that information with coaches and friends. Our continued collaboration with ST will keep Blast's products extremely useful and technically innovative."

"ST's IoT and Wearable strategy aligns perfectly with Blast's vision in sports equipment and our large portfolio of motion sensors, delivering the optimal combination of sensors to generate the best results for the Blast Baseball product," said Luca Difalco, VP of Marketing at STMicroelectronics' Americas Region. "Combining pioneering use of ST's precision motion-detection technology with user-friendly and well-conceived app will change the way people can experience the world."

Available now, Blast Baseball is just the start of Blast's product line. Blast Baseball includes Blast's Precision Motion Sensor, bat attachment, and Blast Baseball App download for \$149.99 from www.blastmotion.com/baseball.

About Blast

Blast Motion defines the future of the digital experience with its innovative motion capture technologies, which enhance the way we experience and understand life's actions. Further information can be found at blastmotion.com.

About STMicroelectronics

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2013, the Company's net revenues were \$8.08 billion. Further information on ST can be found at www.st.com.

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