



Parrot gained market shares in 2009

Paris, December 8th, 2009

Parrot announces today that it has increased its market share in 2009. The Group received the GfK survey on sales trends for hands-free kits in its 5 major European countries. The survey conducted by GfK over a period of 9 months, from January to September 2009 indicates the market share of Parrot in Europe in the segment of installed hands-free systems, the Group's main activity, amounted to 88% against 82% over the same period in 2008.

Despite the economic situation and the decrease in the Group's revenue, Parrot has strengthened its leadership in Europe. The GfK study analyzes the sales of hands-free kits in the main distribution channels (mass-market retail and specialty stores) in France, Germany, Italy, Spain, and the United Kingdom and shows:

- the growth of market for installed hands-free systems in Europe, except Spain, where Parrot has reached a 94% market share;
- the installed hands-free systems are more and more popular with consumers as opposed to the two previous years when the Plug & Play products were favored;
- the decline of the Bluetooth headsets market, a market segment where Parrot is not present.

Henri Seydoux, CEO and founder of Parrot comments: "Thanks to the execution of our channel based strategy and despite the economic situation, I welcome this progress. Parrot develops complete solutions for wireless hands-free telephony, compatible with all mobile phones and smartphones currently available, and benefits from a strong expertise in digital signal processing technologies. Our leadership is the result of the quality of our product and our continuous research and development efforts."

Additional useful information:

GfK is one of the key players in market research worldwide, specializing in analysis of markets for durable goods.

Installed hands-free system: mobile phones accessory installed in cars (connected to the radio) to allow the driver to place and receive calls while keeping his hands on the wheel. The latest generation of installed hands-free systems also includes capabilities to listen to music stored in mobile phones or other portable players.

Plug & Play: hands-free accessory for mobile phones which does not require installation as it is equipped with an internal speaker, it allows the driver to place and receive calls while keeping his hands on the wheel.

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 450 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006.

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