



PRESS RELEASE

FOR IMMEDIATE RELEASE

FIRST NEC MOBILE PHONE TO FEATURE BBE M3 AUDIO TECHNOLOGY AVAILABLE IN JAPAN

Huntington Beach, Calif., July 17, 2007 – BBE Sound, Inc. a leading developer of advanced sound technologies for the professional audio and consumer electronic markets today announced that NEC Corporation has selected BBE M3 technology for its newest NTT DoCoMo mobile phone, model N904i. This next-generation handset is available now within the Japanese domestic marketplace.

BBE M3 is an audio post processing technology specifically designed for mobile phones which improves the sound quality of any audio format, especially digitally compressed music typically used in mobile phones.

N904i users will enjoy BBE's M3 technology within the phone's digital music applications, including digital music downloads from content providers. BBE M3 restores the detail and nuance typically lost in digitally compressed audio formats while at the same time adding more warmth and clarity to the sound.

"With the convergence of entertainment features on mobile phones, our consumers are demanding high-quality sound from our devices," said Manabu Mizusaki, Senior Manager of NEC Corporation Mobile Terminals Development Division. "BBE M3 gives the N904i a new level of sound quality."

"BBE is committed to providing consumers with the highest quality audio experiences available, in any application," said David McLaren, executive vice president of BBE Sound. "We are pleased to have partnered with NEC on the N904i, as it offers all the features, power and functionality that you'd expect from a leading mobile phone maker, including a sophisticated audio entertainment experience."

About BBE M3

The BBE M3 process is a combination of the company's core audio technologies: BBE High Definition Sound, BBE MP and BBE ViVA HD3D. BBE M3 creates a more compelling audio experience specifically designed to meet the unique audio requirements of mobile phone manufacturers. The combination effectively regenerates lost harmonics of digitally compressed audio to recover the warmth and "soul" of digital music while also supplementing weakened stereo imaging and ambience.

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About BBE Sound, Inc.

Founded in 1985, BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world's leading consumer electronics manufacturers feature BBE technologies in products such as televisions, mobile electronics, telephones, automobiles, and personal audio systems, and they proudly feature the BBE Sound trademark which is recognized around the world as an indicator of superior sound quality. Music and sound experts depend on BBE Sounds' advanced hardware products and High Definition Sound technology to ensure that their full creative and musical expression reaches the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Based in California, the company has offices in Japan, Korea, China and Europe. For more information about BBE Sound or BBE technologies and products, visit www.bbesound.com.

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