

**FOR IMMEDIATE RELEASE**

**AirStash<sup>®</sup> with WebDAV  
The World's First and Only USB Flash Drive for iPad and iPhone  
To Launch at 2011 International CES**

*Pocket-sized wireless USB drive from Wearable Inc.  
empowers iPad users to leave their laptop at home*

**CHICAGO—JANUARY 3, 2011**—Wearable Inc. announced today the launch of AirStash<sup>®</sup> with WebDAV. AirStash<sup>®</sup> is the world's first and only USB flash drive for iPad and iPhone, and is available for demonstration upon request later this week at the 2011 International Consumer Electronics Show (CES) in Las Vegas. The WebDAV firmware update will be available in the first quarter of 2011 and is free to all AirStash<sup>®</sup> owners.

The WebDAV enhancement to AirStash<sup>®</sup> remedies a common iPad problem expressed by industry reviewers and consumers alike — the lack of a USB drive. Now, users can wirelessly save and share documents from their iPad to AirStash<sup>®</sup> instead of emailing files over the Internet to another device in the same room. AirStash<sup>®</sup> provides complete versatility with both wireless and USB operation. Users can quickly transfer gigabytes of files either wirelessly or via USB with the convenience, reliability, and security of a standard USB drive.

AirStash<sup>®</sup> is an easy to use pocket-sized wireless flash drive with built-in media streamer that offers consumers expandable iPad, iPhone, and iPod storage for movies, photos, music, eBooks, and documents. Users can download more apps and still carry dozens of movies or thousands of photos and wirelessly stream them to their iPhone or iPad. The AirStash<sup>®</sup> SD card slot offers unlimited storage with up to 32GB per SD card.

AirStash<sup>®</sup> features:

- **Two-Way Wireless Connectivity to iPad with WebDAV**  
iPad users are able to wirelessly save documents from their tablet to the AirStash<sup>®</sup> and share the documents with others immediately using industry standard WebDAV technology. It works with new and existing applications including Apple's Pages, Keynote, and Numbers. With AirStash<sup>®</sup>, there's no more need to email files from one device to another in the same room.
- **Premium Media Streaming**  
Users can store and stream video and audio from their pocket thanks to the compact nature of AirStash<sup>®</sup>. The premium social multimedia server gives users the freedom to enjoy movies, TV shows, and music wherever they go. Users can even share and play different media files on multiple devices simultaneously with the use of one AirStash<sup>®</sup>.
- **New App for Easy Photo Browsing & Importing (available January 2011)**  
A new native app for iPad and iPhone users is launching later this month, pending Apple's approval. The app, built at the request of professional photographers, allows

AirStash® owners the ability to browse and batch import photos quickly and easily. Users can browse photos up to 35 megapixels directly from their camera's SD card without downloading them. Photos can also be imported either at full resolution or resized to a space-saving resolution that matches the device display. This allows professional in-field editing and emailing with 3<sup>rd</sup> party apps.

“We created AirStash® to solve the problem of portable expandable storage for multiple mobile products, which is needed more every day due to gigabyte size apps and larger media files that fill up the internal storage on iPad and iPhone devices,” said Matthew Klapman, CEO of Wearable Inc. “Our goal is to become the essential accessory for all mobile devices just as the USB flash drive is for computers. Industry standard WebDAV storage delivered wirelessly and securely from your pocket makes AirStash® the universal USB flash drive for all smart mobile devices.”

AirStash® costs \$99.99 (USD) and is available to USA and Canada for direct purchase at <http://www.airstash.com>. It will be available to additional international customers in the first quarter of 2011 and through retailers later this year. The product measures 3.6 x 1.9 x 0.5 inches (92 x 47.8 x 12.2 mm) and weighs just 1.5 oz (43 g).

Get connected to the latest AirStash® news and updates on Twitter @AirStash and Facebook at <http://facebook.com/airstash>.

Retailers, OEMs, and licensors should visit <http://www.airstash.com/contact.html>.

#### **About Wearable Inc.**

Wearable Inc. was incorporated in April 2006 with a mission to focus on portable, body worn electronic products. Its first products were storage silicon ICs sold in the embedded electronics market. At the end of 2008, Wearable Inc. shifted to the consumer market and leveraged its patent pending technology to evolve the USB flash drive to work with mobile devices. Wearable Inc. is a privately owned USA corporation.

AirStash® is a registered trademark of Wearable Inc.

iPad® and iPhone® are registered trademarks of Apple Inc.

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