



For Immediate Release

**BOSE TO BECOME OFFICIAL HEADPHONE AND HEADSET OF
NATIONAL FOOTBALL LEAGUE**

Bose and NFL extend sponsorship to evolve NFL sidelines to shape the future of football

March 24, 2014 -- Bose Corporation and the National Football League today announced they have extended their sponsorship agreement, which now makes Bose the official headphone and headset of the NFL.

Bose will design, engineer and manufacture new headsets for all NFL coaches to use in-game, enhancing sideline and booth communications in a variety of areas, including play-calling and instant replay. The new Bose® headsets will include proprietary technology found in the company's commercial application headsets, including superior audio, noise cancellation, rugged durability and long-wear comfort.

"We are pleased to extend our relationship with Bose to evolve the sidelines and improve the game for our teams," said Brian Rolapp, EVP of NFL Media. "Bose's superior technology will enhance the audio and communication experience for our coaches, players and other personnel so they can deliver the best performances on-the-field to our fans in-stadium and at home."

"The new Bose headset is being made for the demanding environment of the NFL sidelines, and that's an ideal way for us to continue our relationship with the league," said Bob Maresca, CEO and president of Bose. "We have over three decades of research behind every headset

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we make for the military, aviation and consumers. Now, our proprietary technologies will be used for the NFL's critical in-game communication. We're proud of our new headset's performance, and we're proud to be part of the game."

As part of the relationship, Bose has global rights to leverage its NFL relationship, and is granted the following designations:

- Bose is "The Official Headphone and Headset of the NFL."
- Bose remains "The Official Home Audio and Speaker Sponsor of the NFL."

Additional details on the new Bose® headset for the NFL will be made available closer to NFL Kickoff.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose® innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to noise cancelling and audio headphones, digital music systems, *Bluetooth*® speakers and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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