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JOBY INC. LAUNCHES BALL HEAD AND REFRESHES ENTIRE GORILLAPOD LINE

Award-Winning Joby Returns to PMA with New Innovations

SAN FRANCISCO, CA – March 2, 2009 – Joby Inc., is excited to announce a brand new addition and several updates to its award-winning Gorillapod™ line of flexible camera tripods and accessories at the 2009 Photo Marketing Association tradeshow taking place March 3-5 in Las Vegas, NV. Being showcased at Joby's booth, #H280, is the entire family of newly updated Gorillapods – the most versatile flexible tripod on the market.

In response to strong demand from its customers, Joby is launching its newest product, the **Gorillapod SLR-ZOOM Ball Head**. Designed to work with the popular **Gorillapod SLR-ZOOM** model, the ball head affords users the ability to easily tilt and rotate their cameras, while the Gorillapod provides unwavering support on almost any surface. The ball head is capable of a full 360-degree pan and 90-degree tilt. When locked into place with its indexed adjustment knob, the ball head, like its eponymous Gorillapod, can support up to 3 kg (6.6 lbs). The ball head also includes a quick-release bubble level clip that can remain attached to a camera for effortless, instant setup, ensuring a perfectly level photo every time.

Built with the serious photographer in mind, the Gorillapod SLR-ZOOM Ball Head features a precision-machined aluminum housing and an all-metal ball for durability and smooth movement. While it is optimized for use with the Gorillapod SLR-ZOOM tripod, the ball head is equipped with a standard 1/4-inch adapter and can be used atop other tripods as well. It will be available both separately and bundled together with the Gorillapod SLR-ZOOM.

The **Gorillapod Original**, the first of its kind and a pioneer among flexible tripods, is now available in orange, augmenting the spectrum of existing color options (red, yellow, green, blue, pink and gray). The Original has also recently been beefed up to support 325g (11.5oz), making it the ideal accessory for point-and-shoot cameras in any setting.

A close cousin of the Original, the **Gorillapod Go-Go!** has also been enhanced, with new clips to hold a variety of mobile phones, PDAs, and video/audio players. In addition to its custom-engineered suction cup and universal camera adapter, the Go-Go! sports two high-bond 3M™ adhesive clips which are now removable and reusable! The adhesive clips provide a strong hold on any number of mobile devices, yet they can be repositioned or reused without leaving residue behind.

The **Gorillapod SLR**, perfect for “prosumer” cameras and lightweight SLRs, is being updated to include a bubble level on its quick-release adapter clip. Get perfectly level shots every time with the new clip, which will become a standard feature on all Gorillapod SLRs at no additional cost. The new clip will also be available for sale separately.

For more information about Joby and its products, please visit the official company website at www.joby.com.

ABOUT JOBY

Founded in 2005, San Francisco-based Joby has established itself as a leader in the design, development and commercialization of innovative consumer products for the consumer electronics market. Joby’s Gorillapod™ product line is available in five sizes and is sold in more than 40 countries.

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