

## NUHEARA IQBUDS LAUNCHING INTO USA RETAIL AT BEST BUY

PERTH, Western Australia – Nuheara Limited (Company), Australia’s only ASX listed consumer wearables technology company and a leader in assistive audio, announced today that it is launching its IQbuds™ USA retail presence with Best Buy, the leading consumer electronics retailer in North America with more than 1,400 stores in the USA and a further 200 in Canada and Mexico.

Nuheara was invited to participate in Best Buy’s Ignite Program that is designed to give customers access to the latest technology from some of the world’s most inventive entrepreneurs and startups in consumer electronics.

IQbuds™ will be available at the Ignite Store in Mountain View, CA in the heart of Silicon Valley and openly on [www.bestbuy.com](http://www.bestbuy.com) on February 21<sup>th</sup>, 2017.

Commenting on this development, Nuheara’s Co-founder and US based SVP Sales and Marketing David Cannington said “Best Buy are one of the largest and most recognizable global brands when it comes to consumer electronics retail. We were honored to be invited to participate in the Ignite Program and after multiple visits to Best Buy head office we are now pleased to be launching in store and at [www.bestbuy.com](http://www.bestbuy.com). More importantly, as our production ramps over the first quarter, the Ignite program lays the foundation for broader in-store deployments into the 2nd quarter of 2017.”

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### About Nuheara

Nuheara is an innovative audio Wearables company. It has developed proprietary hardware and software to deliver multi-functional intelligent hearing technology that augments a user’s hearing and facilitates cable free connection to smart devices. With Nuheara’s IQbuds™, consumers are able to augment their hearing according to their personal hearing preferences and connect hands free with their voice enabled smart devices. Nuheara’s mission is to improve people’s lives by allowing them to seamlessly listen, communicate and connect to their physical and digital world. Learn more about Nuheara: [www.nuheara.com](http://www.nuheara.com).