

For Immediate Release

New Potato Announces TuneLink™ Auto, the Ultimate Wireless Bluetooth® to FM and Direct Connect In-Car Audio Solution for iPhone®, iPod touch®, and iPad™

WILMINGTON, NC — (MarketWire - November 23, 2010)— New Potato Technologies, an innovator and developer of iPod, iPhone and iPad accessories, today announced the release of TuneLink Auto for iPhone, iPod touch and iPad.

The TuneLink Auto [app]cessory for in-vehicle audio provides a wireless link between the user's iOS device and vehicle sound system. TuneLink is universal, operating over FM or direct connect to the car's auxiliary (AUX) input.



TuneLink allows users to experience their music through their car speakers without the hassles of wired connections while providing an all-in-one car audio experience. Incorporating a best-of-class Bluetooth transceiver, FM transmitter and advanced fast-charge isolated USB charging port, TuneLink brings real innovation to a digital audio accessory market that is crowded with clunky docks, cabled solutions and poor-performing dongle-based FM transmitters.

The TuneLink hardware device is controlled by a free application downloaded from the iTunes App Store. Once the app is downloaded, using TuneLink is as easy as PLUG IT, PAIR IT, PLAY IT, SHARE IT!™ Innovation is at the core of TuneLink and many of the features in both the hardware and the software app have never been attempted before.

In addition to providing convenience and quality, TuneLink addresses driver safety by keeping users' focus on the road. "New Potato is addressing the hot-button topic of distracted driving head-on in TuneLink. It switches from music to your existing Bluetooth headset when a call comes in. When the call is finished, TuneLink switches back to playing your music. The Bluetooth switching is all done without the user having to do anything. It's great, you never miss a call or a tune and you do it all without taking your eyes off the road" said Rick Case, Vice President of Sales for New Potato.

Unlike existing car audio solutions that connect to only one device, TuneLink features a "Share" function, allowing multiple users to share the same TuneLink Bluetooth connection and play their music wirelessly through the same car speakers.

TuneLink features a 2.1 amp fast charge port to allow users to connect and charge their iPhone, iPod touch, or iPad on the go. Innovative "Humbuster" noise elimination technology from New Potato ensures that users experience the highest level of audio quality possible while using TuneLink. In an industry where true innovation has been lacking, TuneLink provides users with a feature set and level of quality that is unmatched and sets the bar for in-car audio experiences.

"In our view, a great car solution should be heard and not seen. We have created TuneLink to be small, portable and stealthy to serve this vision. We have delivered a high fidelity Bluetooth car audio solution with new innovations such as automatic reconnect, our audio sharing modes, and our exclusive

Humbuster noise eliminator that will dazzle and delight even the most discriminating audiophile” says Stuart Ross, CEO of New Potato.

TuneLink works with all A2DP Bluetooth capable iPhone, iPod touch and iPad models. For more information on TuneLink, please visit www.newpotatotech.com.

The TuneLink [app]cessory is available now at www.newpotatotech.com and in mid-December at select retail locations for \$99.99.

About New Potato Technologies

New Potato Technologies is a consumer electronics company headquartered in Wilmington, North Carolina, and focused on extending the amazing iPhone, iPod and iPad platforms into new innovative areas.

For more details on TuneLink and New Potato, visit newpotatotech.com or contact media@newpotatotech.com

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