

**BEST BUY EXPANDS NUHEARA IQbuds™ TO 210 STORES**

**HIGHLIGHTS**

- ❖ Best Buy expands Nuheara IQbuds™ to 210 of its best-selling bricks and mortar stores in US.
- ❖ Follows excellent performance over the past 90 days in Best Buys online and “Ignite” bricks and mortar store.
- ❖ Also follows Nuheara’s recent Amazon USA opening, with Amazon Europe to go live soon.

Nuheara Limited ("**Company**" or "**Nuheara**") is pleased to announce that Americas leading Consumer Electronics (CE) bricks and mortar retailer Best Buy ([www.bestbuy.com](http://www.bestbuy.com)) will extend IQbuds™ into 210 of their leading stores in the USA. This expansion follows the completion of the initial 90 days of sales via Best Buys on-line store and at their Ignite Store where sales take-off and consumer sentiment were closely monitored.

Commenting on this significant retail expansion, Nuheara’s Global VP of Sales, Mr Bruce Borenstein, said, “This opportunity speaks to the strong consumer demand for IQbuds™ and the potential of the hearables category in general. Nuheara is committed to work with the top CE retailers globally, both on-line and brick & mortar and Best Buy is a fitting example of what these partnerships are able to achieve for all stakeholders.”



*Figure 1: IQbuds™ in store at Best Buy “Ignite” in California, USA*

Nuheara last week announced the first stage of its UK retail push, as well as opening its seller central store on Amazon USA. Nuheara’s European Amazon store is expected to go live in the coming weeks.

“Best Buy’s IQbuds™ expansion is just one of the many exciting recent developments in our global go to market strategy. We also have just come off a week where we received an unpaid totally independent review from Unboxed Therapy (<http://www.nuheara.com/unbox-therapy-iqbuds>) that's has driven over 1.7 million views and taken the IQbuds™ brand viral.” said Mr David Cannington, SVP Sales and Marketing.

“As we head into the 2<sup>nd</sup> half of the year, which is by far the largest consumer spending period, these results have the Company well placed to build on our success with the continuation of our global IQbuds™ roll out.”

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### **About Best Buy**

**Best Buy** is 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

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### **CONTACTS**

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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).

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