

For Immediate Release

TuneLink™ Auto brings the Ultimate Wireless Bluetooth® to FM and Direct Connect In-Car Audio Solution to Android™

WILMINGTON, NC — (MarketWire - December 21, 2010)—New Potato Technologies, an innovator and developer of accessories and software for mobile devices, today introduced a version of their TuneLink Auto wireless in-car audio solution designed specifically for Android.

TuneLink allows users to experience their music through their car speakers without the hassle of wired connections while providing an all-in-one car audio experience. Incorporating a best-of-class Bluetooth transceiver, FM transmitter, direct audio output, and fast-charge isolated USB charging port, TuneLink Auto brings welcome innovation to a young Android accessory market filled with generic solutions that are not designed specifically for the Android platform.



TuneLink Auto for Android provides Android users with the same [app]cessory™ experience that was once available only for Apple based mobility products such as iPhone, iPad, and iPod touch. The device provides a hi-fidelity wireless link between the user's Android device and vehicle sound system and is universal, operating over FM or direct connect to the car's auxiliary (AUX) input.

TuneLink users can quickly and easily begin listening to their stored music through their car sound system, with setup that is as simple as PLUG IT, PAIR IT, PLAY IT!, SHARE IT!™. TuneLink's advanced features and best-in-class FM transmitter are controlled by a free application downloaded from Android Market. Unlike conventional car audio solutions that connect to only one device, TuneLink features a "Share" function, allowing multiple users to share the same TuneLink Bluetooth connection.

Among its innovations in small size and high performance, "Humbuster" noise elimination technology from New Potato prevents engine electrical noise from interfering with the unmatched audio quality TuneLink provides.

"Until now, there has been no car audio solution tailored exclusively for the Android platform," said Stuart Ross, CEO of New Potato. "We are excited to bring the wireless in-car audio solution with the most comprehensive feature set available to the Android community."

"TuneLink revolutionizes the in-car audio experience for Droid users, elevating the capabilities of Android devices to a level that users have not previously had the chance to experience," said Rick Case, VP of Sales for New Potato. "If you love music and own an Android phone, TuneLink is a must-have accessory for your car."

In keeping with the open and collaborative character of the Android platform, New Potato has established a TuneLink Beta Program for qualified Android device owners. Interested Android owners can register for the program at http://newpotatotech.com/TUNELINK_DROID/tunelink_droid.php.

Participants of the program receive advance versions of the software app, special discounts on TuneLink Auto for Android, and other insider news and benefits from New Potato.

TuneLink works with all A2DP Bluetooth capable Android models. For more information on TuneLink, please visit www.newpotatotech.com.

The TuneLink [app]cessory for Android will be on sale at www.newpotatotech.com and at select retail locations in mid-January 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 capabilities of mobile device platforms into new innovative areas.

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

Media Contact Information:

Sarah Sheffield

(910) 399-7073

media@newpotatotech.com