SHAKESPEARE EXPANDS WITH SURECALL CELLULAR BOOSTERS

Cellphone-Mate®, the innovation leader in cellular amplifier technology, and Shakespeare Company LLC announced an agreement in which Shakespeare expands its product range to include SureCall™ cellular signal boosters by Cellphone-Mate. Shakespeare will have exclusive rights to the SureCall product suite in the marine market, branded as Shakespeare® Anywhere Cellphone Boosters.

"SureCall cellular signal boosters offer the highest quality combined with ease of use, and Cellphone-Mate is a well-respected leader in the cellular industry. As part of our goal to best deliver connectivity on the water, we now have a reliable and powerful signal boosting solution that enables our customers to both work and play on their vessels," said Franck Søgaard, Vice President Consumer Products for Shakespeare.

The new Shakespeare® Anywhere Cellphone Boosters will first roll out in the US in the 4th quarter of 2013. Various models enable boat owners to choose the tri-band amplifier for their specific carrier, giving them 3G and 4G LTE signal boosting onboard. The range will also boost voice and data communications for most carriers' 2G and 3G networks. The boosters deliver more than 20 times the power of a cell phone alone while extending the device's battery life. Designed to provide a strong, reliable signal inside even large vessels, the boosters can also handle multiple computer devices simultaneously.

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"Wireless connectivity challenges are driving consumers to seek reception solutions wherever they go. That includes watercraft on the sea, lakes, and anywhere, frankly. And with SureCall, Shakespeare's customers finally will be able to enjoy the voice and 4G data enhancement solutions they are seeking," said Hongtao Zhan, CEO of SureCall/Cellphone-Mate.

"We are excited to have Shakespeare join our family of market-leading clients who understand the financial and operational value of reliable and powerful wireless connectivity. We look forward to providing Shakespeare customers with products that will provide them the connectivity and safety they need, regardless of whether they're on the water or land."

Contact Shakespeare Company LLC, 6111 Shakespeare Rd., Columbia, SC 29223. 803-227-1590; Fax: 803-419-3099.


About Jarden Corporation
Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #383 on the Fortune 500 and has over 25,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

About Cellphone-Mate
Cellphone-Mate Inc., the innovation leader in cellular amplifier technology – specializes in design and manufacturing of cell phone signal amplifiers and accessories. These amplifier systems dramatically improve cell phone communications for businesses, homes and mobile settings. The SureCall flagship product line of FCC-approved amplifiers boosts the range and reception of almost any cellular call and/or data. Founded in 2001 and based in the Silicon Valley, Cellphone-Mate is an industry leader with multiple patents pending on their superior signal amplifier technology. The company continues to develop innovative new products that address the changing needs of all types of cellular and mobile broadband users. For more information, visit www.surecall.com.

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