

FOR IMMEDIATE RELEASE

Herrington Joins With Bluetooth SIG to Race Star Mazda in 2006

Winston-Salem, NC – March 9, 2006 – A winter season of preparation paid off this week when Daniel Herrington signed an agreement with the Bluetooth Special Interest Group (SIG) for the 2006 Star Mazda series. Herrington, a freshman at NC State, participated in the Formula BMW series in 2005 as well as entering and winning his first Grand Am Cup race in November. Now, after a winter of training, Herrington is ready for the Mazda series.

“Wow, what an exciting way to kick off the racing season,” said Herrington. “I can’t thank the Bluetooth SIG enough for the opportunity to race this year with its support. I am very excited to use *Bluetooth* wireless technology this year and to showcase its abilities.”

Herrington will use *Bluetooth* wireless technology to communicate with his crew throughout the year. The first iteration of this technology will be on display at Sebring, Florida, on March 15th through 17th, at the first race of the year. Eventual plans include a wireless *Bluetooth* device fully integrated into the helmet. “Implementing *Bluetooth* wireless technology has many benefits to the driver and race team,” explains Herrington. “First of all, with no wires to deal with, we can avoid any deterioration of the wires and excess weight. In addition, *Bluetooth* technology will allow me to continue talking to the team while outside of the car.”

Also under consideration is the use of a voice-activated microphone. This would allow the driver the freedom of talking without using the “push to talk” button as well as reducing more weight and complication. Herrington also anticipates more applications of *Bluetooth* wireless technology. “*Bluetooth* technology is powerful yet easy to use, lending itself to a wide variety of applications including data transfer. I look forward to exploring the possibilities for more implementation of *Bluetooth* technology throughout the year.”

Added Michael Foley, Ph.D., executive director of the Bluetooth SIG: “Bluetooth technology in the automotive industry has come on strong in recent years – consumers are using the technology in their everyday lives to keep hands on the wheel while still carry on vital conversations while driving. We are excited to see this usage of the technology carry over into the competitive world of racing and look forward to cheering on Daniel’s racing this year.”

Over the winter Herrington’s performances in test days have shown why he will be a contender in the Mazda series this year. Herrington will run with AIM Autosport, who in its first year of Mazda racing in ’05, finished 3rd in the championship. With AIM Autosport and the Bluetooth SIG behind him, Herrington is anticipating a successful 2006 racing season.

Check out more on Daniel Herrington and the Mazda racing series at www.danielherrington.com.

About *Bluetooth* Wireless Technology

Bluetooth wireless technology is the global short-range wireless standard for personal connectivity of a broad range of electronic devices. The technology is now available in its fourth version of the core specification and continues to develop, building on its inherent strengths – small-form factor radio, low power, low cost, built-in security, robustness, ease-of-use, and ad hoc networking abilities. Three new *Bluetooth* enabled products are qualified every day and 9.5 million *Bluetooth* units are shipping per week. The installed base of Bluetooth devices was over 500 million products at the end of 2005 and is projected to surpass one billion by the end of 2006, making it the only proven choice for developers, product manufacturers, and consumers worldwide.

About the Bluetooth SIG

The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, consumer electronics, automotive and network industries, is driving development of *Bluetooth* wireless technology and bringing it to market. The Bluetooth SIG includes promoter group companies Agere, Ericsson, Intel, IBM, Microsoft, Motorola, Nokia and Toshiba, along with over 4500 Associate and Adopter member companies. The Bluetooth SIG, Inc. headquarters are located in Bellevue, Washington, U.S.A. For more information please visit www.bluetooth.com.

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<http://www.thenewsmarket.com/Bluetooth/br/Story/MultimediaPressPacks.aspx>

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