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**Top Gamer Rafik ‘LoSt-CaUzE’ Bryant Signs on as Able Planet Spokesman,
Including Co-Branding Agreement for Award-Winning Gaming Headphones**

Co-Branded Products to Hit Store Shelves in March

LAS VEGAS (International CES, January 9, 2007) — Extreme online gamer and cyber-athlete Rafik ‘LoSt-CaUze’ Bryant has signed a co-branding agreement that will put his photo and ‘LoSt-CaUzE’ moniker on the boxes of three Able Planet headphone models to be sold through retail and online gaming stores and the Able Planet website. Bryant wears the company’s headphones when he is gaming to eliminate external noise distractions and protect his hearing by providing full sound at lower volumes.

The co-branded products will include Able Planet’s \$49.99 Clear Harmony™ Stereo Headphones, designed for gaming and general use; \$79.99 Clear Harmony™ Gaming Headphones with Mic, designed for online multiplayer gaming; and \$149.99 Sound Clarity™ Active Noise Canceling Headphones, designed to block outside noise. All three models will be available in co-branded versions in March.

The products incorporate a proprietary Able Planet technology called Linx Audio™, originally developed for a new generation of top-of-the-line hearing aids, delivers superior sound quality and clarity while also increasing the perception of loudness without forcing users to crank up the volume to potentially damaging levels. All three models have also received innovation awards at either the 2006 or 2007 International Consumer Electronics Shows.

Bryant plans to give \$25,000 of his initial \$100,000 Able Planet sponsorship check to E-World Project (www.eworldproject.org), a coalition of non-profit organizations that supports youth, individual, family and senior programs. He teamed with Able Planet because of his own experience with the company’s headphones, the advantages of the company’s technology in preserving hearing, and a mutual belief in charitable giving. Able Planet donates 10% of its online sales to charity, while Bryant gives up to half of the prize money he wins at various tournaments to philanthropic organizations.

“This relationship gives me a chance to endorse a product I believe in, increase my support to charity, and use my reputation in the gaming community as a soapbox to talk about a technology that can help protect against hearing damage,” Bryant said. “When I’m wearing Able Planet headphones, I can block out the noise of the crowd, so that I don’t have to increase the volume so high. The message is simple: turn it down.”

Bryant is well-known on the extreme online gaming circuit. His 2006 honors include first place showings in the ESReality.com American Invitational 2006 Online, QuakeCon 2006 Quick Draw, Kode5 USA Qualifier 2006, and Rage Expo South Africa; and second or third place showings in the last two World Series of Video Games and the Kode5 Germany Finals. He is currently in seventh place in the Global Gaming League's top 100 rankings. He adopted the 'LoSt-CaUze' persona (his website is www.lost-cauze.com) when people started joking that it was a "lost cause" to play against him.

"Rafik is going to be a strong spokesman for our headphones and our 'Turn It Down' hearing preservation campaign," said Kevin Semcken, CEO of Able Planet Inc. "He is a superstar in the gaming world, and he will increase the visibility of our products as well as provide a respected voice to warn gamers about the long-term effects of loud audio."

About Able Planet Inc.

Able Planet designs and manufactures innovative audio and communication devices for individuals with all levels of hearing. The company's products range from headphones and telephones to assistive listening devices featuring Able Planet's patent-pending Linx Audio technology, and have won numerous honors including 10 International Consumer Electronics Show awards. They are marketed through Able Planet, resellers, audiology networks, nonprofit foundations and strategic partners. The privately held company is headquartered in Denver. For more information, visit www.ableplanet.com.