



Introducing Specter, Misfit's First Smart Hearable Product

LAS VEGAS, NV January 6th 2016—Today Misfit announced Specter Wireless In-Ear Headphones, its latest connected devices offering.

Distinct in today's traditional wearables market, Specter delivers functionality beyond the wrist, part of an emerging category of smart "hearable" products. Specter is compatible with Misfit Link allowing users to connect with a variety of internet services, apps, and hardware. It also offers activity and sleep tracking via an embedded accelerometer. Bluetooth sync with the Misfit app lets users see their activity and sleep information.

Specter's dual driver technology means clean, rich sound quality, wide dynamic range and excellent sound reproduction for any type of music. Its breakthrough design enables users to wear it comfortably and securely all day for a wide range of activities and makes it feel invisible, even when sleeping.

Launching in partnership with 1MORE, a top acoustic technology company, Specter was developed and is endorsed by Luca Bignardi, 4-time Grammy winner and world-renowned music producer. Bignardi is part of 1MORE's acoustic research and development team.

"We developed the next essential product that we believe our customers want - seamless, comfortable in-ear headphones that deliver high-end sound and useful connected functionality in a gorgeous form factor," said Preston Moxcey, Vice President and General Manager at Misfit.

Misfit Specter is now on display at International CES at the Misfit booth (#73923, Tech West Sands Expo). Additional product details and availability will be announced in the spring of this year.

About Misfit

Misfit invents and designs wearables and smart home products. Misfit brand products including Shine 2, Flash, Link, and Bolt are available at misfit.com and fashion and consumer electronic retailers around the world. To learn more about Misfit, a Fossil Group (NASDAQ: FOSL) brand, please visit <http://misfit.com/media>.

Misfit product images and videos: <http://www.misfit.com/media>

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