

## Learning Curve Brands Awards CEL Vendor of the Year

### *Baby Monitor Manufacturer Chooses CEL MeshConnect™ System on Chip for New Product Line*

**Santa Clara, Calif. — June 2, 2010** — California Eastern Laboratories (CEL) has announced that Learning Curve Brands, Inc. has awarded CEL its prestigious Vendor Award for Excellence. Learning Curve has also chosen the CEL MeshConnect™ System on Chip integrated circuit (IC) as the core wireless communications chip inside its First Years™ brand of baby monitor products.

“We chose the MeshConnect IC for our digital audio monitor product line because of its outstanding feature set, including the built-in voice processor and its long operating range. The reasonable pricing was a definite plus. However, I must emphasize how grateful we are to CEL for its strong and dedicated engineering support which saved us months of product development time, enabling us to get the products to market faster than we expected. This level of performance is why we have awarded CEL with our Vendor Award for Excellence”, said Ronald G. Pace, Vice President of Global Product Technology for Learning Curve Brands, Inc.

“We are thrilled that Learning Curve Brands has awarded us with such a high honor. CEL is very thankful for this award and we look forward to many more fruitful projects with the Learning Curve team. We have several exciting new MeshConnect wireless chips forthcoming and we look forward to seeing these in future Learning Curve products,” said Rich Howell, Director of Business Development for CEL’s 802.15.4/ZigBee Line of Business.

### **Pricing and Availability**

MeshConnect System on Chip integrated circuits are shipping in volume now. Pricing is \$2.50 in volume quantities. MeshConnect products are available in both IC and module form. For more information, please visit:

<http://www.cel.com/product.do?command=viewOverview&group=5>

The First Years baby monitor product line is shipping in volume and is available at leading retailers including Target, Kmart.com, Amazon.com, and [www.LearningCurve.com](http://www.LearningCurve.com).

Please contact David Cohen at [david.cohen@cel.com](mailto:david.cohen@cel.com) for more information or to arrange a briefing.

### **About CEL**

California Eastern Laboratories ([www.cel.com](http://www.cel.com)) develops the MeshConnect™ line of IEEE 802.15.4/ZigBee Radio Modules and Transceiver IC’s and is a member of the ZigBee Alliance

([www.zigbee.org](http://www.zigbee.org)). CEL has sales offices, independent representatives, and distributors throughout the world.