



**Creative to Partner with HEADS™ Innovation  
to Deliver Powerful, Technologically Advanced Audio Solutions in  
Collaboration with Multi-Grammy Award-Winning Producer and  
Artist Wyclef Jean**

*The Exciting Product Line-up Will Begin with A Custom-Tuned Version of  
Creative's iRoar™ – The Most Intelligent Speaker on the Planet*

**LAS VEGAS, Nevada – January 5, 2016** – Sim Wong Hoo, CEO of Creative Technology Ltd., today announced Creative has embarked on the creation of a partnership with HEADS Innovation. Discussions are ongoing for a strategic union which will see a new line of advanced audio products that elevate standards of quality, innovation and design. The first product to be launched is a custom version of the [Creative iRoar](#) Portable *Bluetooth*® Speaker specially tuned by Triple-Grammy® Award winning artist and producer Wyclef Jean, newly appointed President of HEADS Innovation.

“When I met Sim I felt so happy that someone finally understood what I’ve been talking about – I wasn’t speaking some alien language,” said Wyclef Jean. “The technology of the future is now in our hands in the present... We can make music lovers listen and actually feel as if the artist is right next to them in real time. Now that's what I call Super stereo!”

“With Wyclef I have found a fellow traveler on this journey to the audio of tomorrow. Whatever Wyclef has dreamt, we have all the core technologies to make his alien dreams come true. Together we can bring the audio of tomorrow to the world, now,” said Sim Wong Hoo, Creator of the Sound Blaster, and CEO of Creative Technology Ltd.

“Wyclef will be specially tuning a customized version of the Creative iRoar, and you can be sure that you will be getting an audio signature that is defined by one of the major tastemakers in music today.”

“This partnership brings together a visionary in audio technology with a visionary in the music industry, each having sold hundreds of millions of products and albums in their respective spheres,” said Madeline Nelson, founder and CEO of HEADS Innovation.

The newly launched Creative iRoar will be demonstrated at CES, at the Creative Booth in LVCC, South Hall 3, Level 2, Booth #30201.

Wyclef Jean will be appearing live at the Creative booth on Thursday, January 7 and Friday January 8, 12 p.m. to 6 p.m.

#### ***About Creative***

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment with cutting-edge audio solutions which include premium wireless speakers, wireless headphones, and powerful audiophile-grade amplifiers and digital audio converters. Today, Creative re-invents the Sound Blaster, which has a user base of over 400 million, with its ground-breaking Sound Blaster Roar and Sound Blaster X7 that aim at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets. Creative’s proprietary technologies, innovative hardware, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.

#### ***About HEADS Innovation***

HEADS Innovation is a multi-layered entertainment company that brings an extraordinary audio experience to consumers. With more than 20 years of expertise in studio management and sound recordings, CEO, Madeline Nelson, understood the importance of high quality sound that is custom – fit for the consumers’ ears. Established in 2013 as a sound technology incubator focusing on harmonics, engineering, art and defining sound, HEADS’ audio division is comprised of premium headphones, portable Bluetooth speakers and a surround sound music application, that will give the world a true “audio meets virtual” experience.

#### ***About Wyclef Jean***

Poet. Producer. Songwriter. Philanthropist. Wyclef Jean was born to a Nazarene minister in Haiti and moved to the projects in Brooklyn at the age of nine. As a founding member of the Fugees, with Pras Michel and Lauryn Hill, the group went on to earn two Grammys and sell more than 16 million albums. The Fugees' "The Score" was listed in Rolling Stone Magazine's list greatest albums of all time.

Wyclef's first solo project, "The Carnival", earned three Grammy nominations and platinum sales, and the following year, he won another Grammy for his work on Santana's "Supernatural". He is a prolific

producer, developing the breakout single "No, No, No" for Destiny's Child and the platinum single "My Love is Your Love" for Whitney Houston. Over the last decade, Wyclef impacted the Grammy's three more times, receiving nominations for his collaborations with Mary J. Blige, Jerry Duplessis, and Shakira (with her "Hips Don't Lie" reaching the number one spot on charts in 55 countries, including the U.S. Billboard Hot 100). Wyclef's collaborations read like the who's who of the music industry, including Michael Jackson, Norah Jones, Bono, Mick Jagger, Tom Jones, Eric Clapton, The Black Eyed Peas, and countless more.

Wyclef is currently working on his 7th studio album for release this year.

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This announcement relates to products launched in the United States. Availability is subject to change without notice and may differ elsewhere in the world according to local factors and requirements. Creative, the Creative logo, iRoar and Sound Blaster are trademarks or registered trademarks of Creative Technology Ltd in the United States and/or other countries. All rights reserved. The *Bluetooth*<sup>®</sup> word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Creative Technology Ltd is under license. Other trademarks and trade names are those of their respective owners.

## **CONTACT INFORMATION**

Creative Labs, Inc.  
Ryan Schlieper  
408-546-6489  
[ryan\\_schlieper@creativelabs.com](mailto:ryan_schlieper@creativelabs.com)

D. Baron Media Relations Inc.  
Diana Baron  
310-315-5444  
[diana@dbaronmedia.com](mailto:diana@dbaronmedia.com)