



## **S1 AUDIO SHAKES UP MOBILE ACCESSORIES MARKET WITH LAUNCH OF HIGH-COMFORT, IN-EAR PRODUCT SUITE**

*New Line Combines Style and Functional Design to Deliver Innovative Listening Experience*

**Northbrook, Ill.** – January 8, 2009 – S1 Audio, makers of innovative mobile phone and music accessories, today launched its new line of in-ear audio products at the Consumer Electronics Show (CES). The product line is designed to deliver a high-quality audio experience in innovative designs focused on style, comfort and durability.

Designed for use with MP3 players and music-enabled mobile phones, the S1 in-ear audio products bring a new level of comfort and design to the portable audio market. Each of the products in the in-ear suite has been developed with an emphasis on achieving the signature style, comfort and audio performance that define the S1 Audio brand. The in-ear product line includes:

- **SuperBudz** – mini earbuds designed for maximum comfort through the incorporation of a low profile, ear-hugger design. The product features color changing cable, in-line volume controls and S1 “Mini Mute” for conversing while wearing the earbuds and S1 “Turbo Boost” for instant volume increases. SuperBudz will be available in five colors to suit the user’s preference.
- **Hypnos** – a comfortable set of in-ear, high-performance earphones featuring an aluminum casing for ultimate durability. A sound-isolating design enables users to reduce outside noise while maintaining a high comfort level. Like SuperBudz, Hypnos features in-line volume controls, Mini Mute and S1 Turbo Boost for instant volume increases. The product will be available in three metallic finishes.

“Our focus in developing any product is to introduce a level of comfort and style that has not yet been achieved in today’s market,” said Chris Gantz, CEO of S1 Audio. “With our new line of in-ear audio products, we have brought unparalleled comfort to the listening experience enabling users to enjoy their audio for extended periods of time while maintaining a high level of style and functionality. We feel that users will appreciate the attention we have paid to both these areas.”

S1 Audio’s in-ear product suite contains models to fit the needs of a wide variety of users.

### **About S1 Audio:**

Formed in 2006, S1 Audio ([www.s1audio.com](http://www.s1audio.com)) is a privately held, independent designer and manufacturer of wearable audio accessories for the mobile phone and portable music player market. Offering a variety of mobile audio solutions, including **NxSET™** and **BudBud™**, S1 Audio products resolve many of the problems typical of common earphones and headsets, such as discomfort and environmental isolation, without compromising style. S1 Audio accessories carefully integrate colors, materials and finishes to maximize shareability, wearability and acoustic and ergonomic functionality.

S1 Audio is based in Northbrook, Illinois, in the United States.