



## **Freestyle Audio's Water & Shock Proof Digital Music Player is Recipient of National Geographic Adventure Magazine "Best of Adventure" Gear Award**

**November 17, 2006 – San Diego, California** – Freestyle Audio's one-of-a-kind digital music player has been chosen as the recipient of the renowned "Best of Adventure" gear award by National Geographic Adventure Magazine. The Freestyle Audio DMP is the world's first and finest completely waterproof mp3 player designed specifically to accommodate the special needs of all active and water sport enthusiasts. The product will be featured in the esteemed National Geographic Adventure December/January 2007 issue, and was on display at the fourth annual year-end "Best of Adventure" gear gala event held earlier this week at the National Geographic Society headquarters in Washington, D.C. The event was sponsored by the South African Tourism and Johnnie Walker® and featured food, wine, music and photographs from South Africa.

For the Best of Gear awards, National Geographic Adventure magazine assembled an advisory board of 45 of the country's leading outdoor retailers, who along with Adventure gear editors, nominated products they felt demonstrated outstanding innovation as well as products that consumers are particularly excited about in the marketplace. After being rigorously tested by the Adventure editors, the Freestyle Audio DMP was chosen as the top product in the mp3 category.

"Input from the sharpest retailers in the business will make our gear coverage more compelling than ever before. The members of this board are the real experts on the ground — they have relationships with their customers and know what the customers want. Buying and owning great gear keeps our readers out there on the quest for adventure," said National Geographic Adventure Editor-in-Chief John Rasmus.

The Freestyle Audio DMP was displayed and featured in the evening's raffle where the winner won an all-expense-paid trip to South Africa. On hand at the event to accept the "Best of Adventure" gear award was Freestyle Audio Board Member Joe Katz.



Joe Katz, Freestyle Audio Board Member, accepting the award from Boyd Matson

Photo credit: Eduardo Rubiano

"The readers of National Geographic Adventure are part of our direct consumer base, people who partake in a range of outdoor sports so we are thrilled to be the recipient of the Best of Adventure Gear award. I think this award demonstrates the versatility of the DMP as it is the most durable, sleek and user friendly player on the market making it the perfect accessory for active sports enthusiasts both in and out of the water," remarked Lance Fried, founder and inventor of the Freestyle Audio DMP.

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The player offers up to 40 hours of skip-free music per battery charge, comes with waterproof earbuds that provide crystal clear sound even while under water and does not require loading software onto your computer (MAC or PC) to download or change-out music, making it the easiest mp3 player to use on the market.

Lastly, National Geographic Adventure is excited to display the Freestyle Audio DMP at the Adventures in Travel Expo events throughout January and March including stops in New York, Chicago, Long Beach, and Washington DC.

For more information about Freestyle Audio please visit [www.freestyleaudio.com](http://www.freestyleaudio.com).

### **ABOUT FREESTYLE AUDIO**

Freestyle Audio is the leading provider of active sports audio technology for use in water, snow and other extreme environments. Freestyle Audio waterproof mp3 players have been specifically designed to allow all athletes to significantly enhance their water sport experience. For more information about Freestyle Audio please visit [www.freestyleaudio.com](http://www.freestyleaudio.com)

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