



## **Freestyle Audio Announces Addition of Roy Cammarano as Chief Executive Officer**

FOR IMMEDIATE RELEASE

**July 6, 2006 - San Diego, California** - Freestyle Audio, creator of the world's first and only waterproof mp3 player designed specifically to accommodate the special needs of surfers, riders and water sport enthusiasts, today announced it has named Roy Cammarano to the position of Chief Executive Officer. In this role, Cammarano will be responsible for directing the company's strategic business and action plans, as well as directing the financial functions of the organization. Cammarano brings over twenty years of experience in spearheading the development, expansion and growth of both public and private companies including serving as president of three INC. 500 companies within the action sports, consumer products, and retail industries.

"As Freestyle Audio continues to grow, we need to expand our executive team to further strengthen our dominant position in the submergible audio category," stated Lance Fried, Founder of Freestyle Audio. "Roy's professional background and experience are perfectly suited to accelerate our growth and expansion into new markets and co-branding partnerships."

"Being an outdoor and water enthusiast my entire life, I have dreamt of such a product, something that truly serves to enhance the water and boating experience," stated Cammarano. "Freestyle Audio is a perfect fit. A brand and entity I am completely behind and am glad to become associated with," added Cammarano.

For questions or more information about Freestyle Audio please contact our media relations department at 858.458.0730 or [info@freestyleaudio.com](mailto:info@freestyleaudio.com).

### **ABOUT FREESTYLE AUDIO**

Freestyle Audio is the leading provider of action sports audio technology for use in water, snow and other extreme environments not friendly for consumer electronics. Freestyle Audio waterproof mp3 players allow all athletes to significantly enhance their action sports experience and truly live up to the company's tagline "take your music there." For more information please visit [www.freestyleaudio.com](http://www.freestyleaudio.com)

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