

## **The World's First and Finest Waterproof MP3 Player Chosen as a 2006 ispo BrandNew Award Finalist**

Freestyle Audio to exhibit at ipso and plans to spearhead international distributor acquisition

### FOR IMMEDIATE RELEASE

**June 29, 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 active and water sport enthusiasts, has been selected as a 2006 ispo BrandNew Award Product Finalist and plans to support the nomination by exhibiting at ispo July 16-18 in Munich, Germany.

"We're honored to be recognized by ispo as a 2006 BrandNew Award Finalist and to be afforded the opportunity to introduce our one-of-a-kind waterproof mp3 player technology to consumers, buyers and stocking distributors at such a widely recognized global industry event," stated Freestyle Audio's CEO Roy Cammarano. "ispo is perfectly suited to accelerate our growth and expansion into new markets and co-branding partnerships."

Freestyle Audio has exploded onto the scene in the past year by entering into co-branded product and distribution partnerships with action sport icons Billabong (surf - SoundWave offering) and Liquid Force (wakeboard - Liquid Tunes offering) for varying models of their waterproof mp3 players. "Both consumers and our partners have come to quickly identify us as the "Powered by Freestyle Audio" ingredient of our co-branding product approach in the action sports market," continued Cammarano. Freestyle Audio is actively pursuing additional co-branding partners in additional core action and active sport markets.

Freestyle Audio Waterproof mp3 players truly live up to the company tagline "take your music there" as they float and are completely submersible in excess of 10 feet and can stay underwater for days on end. Their sleek, skip-free design and light weight (35 grams) makes them easy to use and handle even while engaged in active sports. "Our mp3 players are designed to allow you to take your music everywhere and are ideal for when you sweat or get wet," says Freestyle Audio Founder Lance Fried. No look ergonomic buttons make the unit simple to operate; a rechargeable battery with up to 40 hours of playtime per charge ensures you won't run out of music playtime; and the waterproof earbuds are designed to provide crystal clear sound even underwater. Unlike other mp3 players, Freestyle Audio waterproof mp3 players do not require loading software onto your computer (MAC or PC) to download or change-out music, making this the easiest to use mp3 player on the market.

For questions or more information about Freestyle Audio **visit us at ispo at Hall Stand A1 515/123** or contact 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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