



FOR IMMEDIATE RELEASE

## **NYRIUS® Introduces Killer Earphones at an Unbeatable Price**

NIAGARA FALLS – December 9, 2011 – NYRIUS® is proud to introduce the NAEB500 High Performance Noise Isolating Earphones. Earphones offer convenience and portability, but too often the tradeoff is diminished sound quality. The NAEB500 Earphones have been designed by NYRIUS to eliminate sound degradation and provide an enhanced audio experience through outstanding speaker design.

“With these earphones you will hear every nuance of every instrument,” said Deepak Jain, Managing Director of CWD. “The enriched deep bass accompanies crystal clear highs and a warm midrange resulting in optimal full-range sound.” Only premium components are used in the Nyrius NAEB500 Earphones in order to provide a wider frequency response and the highest-quality audio reproduction. The solid metal housing helps amplify the sound of the earphone speaker which prevents vibrations and distortion, resulting in a greater listening experience.

Unlike other earphones that rely on indirect sound pathways that bounce off the ear canal before finally reaching the eardrum, the NYRIUS® Oracle™ earpiece has been designed with a 45-degree angle to focus pure sound on the eardrum. “The directly-angled earpiece propels audio waves in a way you won’t soon forget,” said Jain.

The NYRIUS NAEB500 Earphones are available for the unbeatable price of \$29.99 at [www.nyrius.com](http://www.nyrius.com).

### **About NYRIUS**

NYRIUS designs, manufactures and markets electronic products. The name NYRIUS is synonymous with innovation, quality and value. A fundamental part of their mission is to design products of exceptional quality that are also cutting edge, stylish and lifestyle enhancing. NYRIUS is dedicated to reducing their carbon footprint through the use of recycled materials, designing products which consume less power, and eliminating environmental manufacturing toxins.

### **About CWD**

Incorporated since 1961, CWD has developed into a leader in consumer electronics. CWD designs, manufactures and markets products under a portfolio of brands, which include: Electrohome®, Citizen®, Magnasonic®, Levana®, Defender®, SVAT®, Nyrius®, Pure Therapy® and Fluance®. CWD’s products are sold worldwide through various distribution channels, which include mass merchants, electronics retailers, warehouse clubs, home improvement retailers, office supply retailers, direct response television, mail order catalogues, online retailers and distributors, as well as shipping direct. CWD has approximately 100 full-time employees and its headquarters are located in Niagara Falls, Ontario, Canada.

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