



yurbuds® Partners with The MMRF for the 35th Annual Empire State Building Run-Up

In Celebration of First Time Sponsorship, the Number One Sport Earphones Company is Providing One Entry to this Exclusive Vertical Challenge

ST. LOUIS (January 31, 2012) – [yurbuds®](#), maker of the sport earphones featuring patented TwistLock™ technology, guaranteed never to fall out, awarded one lucky athlete the last entry to the sold-out 35th annual Empire State Building Run-Up Powered by the MMRF, an official New York Road Runners event, taking place next week. Congratulations to Stephanie Rainess of Astoria, New York for winning this exclusive **yurbuds** opportunity.

“I cannot wait to be a representation of a true **yurbuds** athlete as I push myself to complete this awesome challenge,” said Stephanie Rainess. “**yurbuds** products are intended for athletes with extreme devotion to their sport so as an avid runner I am grateful to **yurbuds** for giving me this once-in-a-lifetime opportunity to be part of something so inspiring.”

On Wednesday, February 8, more than 650 runners will take on the ultimate vertical challenge by running 86 floors, which is 1,576 steps and equal to one-quarter mile, to the top of New York’s most iconic building – the Empire State Building – to raise funds to find a cure for blood cancer. This year, the event moves from its traditional 8:00 a.m. start time to 8:00 p.m., providing a spectacular nighttime backdrop of New York’s famous skyline. **yurbuds** is pleased to join title sponsor, The Multiple Myeloma Research Foundation (MMRF) in support of the event. The MMRF will field a team of 100 participants joining the rest of the athletes from the general public lucky enough to gain entry.

“**yurbuds** is excited to be a part of this New York tradition to help the MMRF fight against multiple myeloma and witness so many extraordinary athletes push themselves ‘beyond the wall’ for this incredible cause,” said Daniel DeVille, Director of Marketing of St. Louis-based **yurbuds**. “Along with **yurbuds**, this is my first year taking part in the Run-Up and we are pumped to cheer on these awe-inspiring individuals.”

yurbuds will be showcasing the Ironman Series Inspire Sport Earphone before and after the race. Each model is designed to contour to the human ear so they are comfortable and provide consistent sound quality, even while in motion. Designed as true sport equipment, **yurbuds** are sweat proof, water

resistant, and provide ambient noise protection allowing outside sounds to be heard, such as passing cars. All **yurbuds** products offer multiple sizing options, and can be personally fit to the size of the consumer's ear. A personalized fit is available for all products through the **yurbuds** website.

For more information on **yurbuds** complete product line, visit yurbuds.com or join in the conversation at www.facebook.com/yurbuds or www.twitter.com/yurbuds. To learn more about the 35th annual Empire State Building Run-Up visit www.nyrr.org/races and look up MMRF Run-Up.

About yurbuds

yurbuds was founded in 2008 by chief executive officer Seth Burgett and chief operating officer Richard Daniels. Their mission is to transform athletes' experience through personalized service and exceptional audio products that integrate ergonomics and emotive design. yurbuds won the Good Design Award in 2010 from the Chicago Athenaeum Museum of Architecture and Design, along with the Apple iPad. Forbes Magazine named yurbuds one of the top ten promising companies in America in 2009.

About New York Road Runners

Headquartered in New York City, New York Road Runners is dedicated to advancing the sport of running, enhancing health and fitness for all, and meeting our community's needs. Our goal is to use the expertise acquired in our 53-year history to empower all people to live fitter, healthier lives through participation in our races, community events, instruction and training resources, and youth programs. Our races and other events draw more than 300,000 people each year.

The ING New York City Marathon, NYRR's premier event, is the largest and most inclusive marathon in the world, attracting the world's top professional runners every year and raising \$34 million for charity in 2011. NYRR's running-based youth programs, which currently serve more than 100,000 children in hundreds of schools and community centers, promote children's health and fitness, character development, and personal achievement in underserved communities. For more information, visit nyrr.org.

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