



## **yurbuds® Expands International Reach With Launch of yurbuds Australia**

*Australian Triathlete and 2010 Ironman World Champion Mirinda “Rinny” Carfrae Featured as Spokesperson in New Market*

ST. LOUIS (March 21, 2012) – [yurbuds®](#), maker of the sport earphones featuring patented TwistLock™ technology, guaranteed never to fall out, will officially launch with its Australian partner, Big Balloon, at Ironman Melbourne on Sunday, March 25. **yurbuds** will become available at retail outlets throughout Australia following the event.

**yurbuds**, a major sponsor of Ironman Melbourne, will be showcasing its *made by athletes for athletes* earphones at the race’s Expo with the help of 2010 Ironman World Champion Mirinda “Rinny” Carfrae. A longtime sponsor of “Rinny,” **yurbuds** has recognized her tremendous devotion to the sport of triathlon by featuring her on its [Gallery of Heroes](#), and now, as the face of **yurbuds** Australia.

“**yurbuds** Australia is another huge step towards solidifying **yurbuds** as the top sport earphones company on a global scale,” said Daniel DeVille, Director of Marketing for St. Louis-based **yurbuds**. Rinny has been a phenomenal partner for **yurbuds**, as she is the epitome of someone who continuously goes ‘beyond the wall’ in her competition and inspiration for others. Without a doubt she is the perfect person to launch the **yurbuds** brand in her homeland of Australia.”

The earphone company selected Big Balloon Australia as its distribution partner, citing their in-depth knowledge of the market, and their commitment to maintaining the authenticity of the brand in Australia. With this new launch, **yurbuds** adds Australia to the growing list of international sales locations. In addition to the United States and now Australia, **yurbuds** can be found at retail locations throughout Singapore, China, United Kingdom, Philippines, New Zealand and the Nordic region.

Each **yurbuds** model is designed to contour to the human ear so they are comfortable and provide premium 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, such as passing cars, to be heard. 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 read more about 2010 Ironman Champion Mirinda “Rinny” Carfrae, catch up with her at [www.mirindacarfrae.com](#). Information about Ironman Melbourne can be found at [www.ironmanmelbourne.com/](#).

### **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 Big Balloon**

Big Balloon is Australia's newest and most innovative Toy and Electronics full service distributor in the Australian market. Launching in December 2010 the two founders set out to create a distribution company that would add value to the marketplace through market leading customer service to both its retailer and supplier partnerships. Big Balloons delivers product ranges in multiple categories including preschool, plush, family action games, electronic games, watches, girls toys, boys toys and sports headphones. Big Balloon has a small passionate team whose objective is to launch, build and deliver long term brands, have fun and smile. For more information visit: <http://www.bigballoon.com.au>.

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