



yurbuds® Teams Up With Ragnar And The North Face For Race Series

Sport Earphones Company Prepares For Late Spring Product Releases

ST. LOUIS (April 23, 2012) – [yurbuds®](#), maker of the sport earphones featuring patented TwistLock™ technology, guaranteed never to fall out, enters the spring season by adding multiple races to its 2012 roster, broadening its reach and bringing more awareness the their commitment to physical fitness through these premiere races.

yurbuds has supported large races since 2009 encouraging the thousands of avid runners dedicated to physical fitness. Active on the race course as well as within expos, **yurbuds** showcases its *made by athletes for athletes* earphones at each event to help athletes reach their fitness goals and push beyond the wall.

“Healthy living and physical fitness are at the root of the endurance culture we are so passionate about; we feel we are in a place to be able to make an impact,” said Daniel DeVile, Director of Marketing for **yurbuds**. “The importance of physical fitness cannot be overstated. We are at a crossroads with our nation’s health and we want to be a voice that pushes people in the right direction.”

yurbuds plans to spread its message of going ‘beyond the wall’ to reach fitness and sports goals to athletes and other race attendees through a variety of onsite activities and promotions at each event. With the help of popular triathletes sponsored by the company, including 2007 and 2010 Ford Ironman World Champion Chris McCormack, **yurbuds** is eager to reach new race audiences.

Recently teaming up with The North Face and Ragnar, **yurbuds** will become an official sponsor of The North Face Endurance Challenge Series of Races and the Ragnar Relay Series throughout 2012. Additional events this season include San Diego’s Rock ‘n’ Roll Marathon, Bay To Breakers and Nike Women’s Marathon – to name a few – making 2012 the busiest race season yet.

The continued success of **yurbuds** encouraged the company to develop new products for the upcoming race season. **yurbuds** will release the new Inspire Talk with One-Button Microphone in black and white, Inspire Duro in black and pink as well as the popular Inspire Pro in black. The products will be showcased at events coinciding with product launch dates.

“The opportunity to work with **yurbuds** throughout our ‘Ragnar Nation’ series was a solid fit,” said Dave Klewan, Vice President of Corporate Partnerships for the Ragnar Relay Series. “The new sport earphones will only enhance participants’ experience on and off of our world-class routes.”

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 fitting is available for all products through the **yurbuds** customer service and at specialized retailers.

For more information on **yurbuds**, please visit yurbuds.com or join in the conversation at www.facebook.com/yurbuds or www.twitter.com/yurbuds.

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.

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