



yurbuds® Announces Latest Ironman Series Sport Earphone Design – Inspire Talk

New Smartphone Sport Earphones Available June 1 in Time for Father's Day and National Running Day

ST. LOUIS (May 31, 2012) – [yurbuds®](#), maker of the sport earphones featuring patented TwistLock™ technology, guaranteed never to fall out, releases its newest product in the Ironman® Series – the Inspire Talk – with a one-button universal dry-mic designed for all Smartphone models. With National Running Day on June 6 and Father's Day on June 17, **yurbuds** launches its new product in time to get a pair for the techie, mobile lover or athlete always looking for the latest accessory.

Recognizing the opportunity to include all Smartphone models after the success of its Inspire Pro model designed for Apple® products, **yurbuds** answers a growing need to accommodate the always changing and evolving Smartphone market.

“Since 2008, we have been committed to enhancing the athlete's experience with our personalized service and exceptional technology,” said Daniel DeVile, Director of Marketing for **yurbuds**. “The addition of the Inspire Talk broadens our audience by allowing all Smartphone users to transform their workouts with the added motivation of music that stays comfortably in their ears.”

Along with the other top-quality features **yurbuds** has become known for in its four years in business, the Inspire Talk earphones feature **yurbuds'** new one-button “dry-mic” – a sweat and water resistant microphone and control. The device will answer and end calls, start and stop music, adjust the music track the user is enjoying and transmit clear audio through its microphone. It will even launch Siri®, Apple's proprietary voice control feature on the iPhone® 4S.

Earphone enthusiasts can pick up the Inspire Talk starting June 1 at [yurbuds.com](#).

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 **yurbuds** customer service and at specialized retailers. For more information on **yurbuds**, go to [yurbuds.com](#).

About yurbuds

yurbuds was founded in 2008 by Seth Burgett, President and CEO, an active triathlete and Richard Daniels, COO, a 22-time marathoner. Burgett and Daniels left their corporate roles and joined forces to improve personal performance. They have been joined by Craig Ceranna, Partner and Managing Director, to realize the company's mission: transform the athlete's experience through personalized service and exceptional audio products that integrate ergonomics and emotive design.

Burgett developed his award winning idea for personally-sized earbuds while training for an Ironman 70.3 triathlon. An avid runner and triathlete, Burgett found that his iPod® earphones were painful and very often fell out of his ears

during training. Utilizing his background in minimally invasive surgical devices, Burgett and his team, including audiologists and industry design leaders, developed a patented ergonomically designed earbud enhancer that could be personally sized through the use of proprietary imaging technology. The resulting product, yurbuds, is an ergonomically brilliant, acoustically driven headphone which is guaranteed not to fall out, even at extreme activity levels, while still providing an unparalleled level of comfort and fidelity.

As a company, yurbuds was named Forbes 9th Most Promising Company in America for 2009. yurbuds has also won awards for its products and marketing, including a 2010 GOOD DESIGN AWARD and 2011 "Site of the Day" for Awwwards.

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