



yurbuds® Formally Announces Partnership With 49ers' Rookie Running Back LaMichael James

Former Oregon Ducks Standout Is Newest Face of Sport Earphone Company

ST. LOUIS (July 9, 2012) – [yurbuds®](#), creator of the sport earphones made by athletes for athletes and guaranteed never to fall out, announced the addition of LaMichael James to its growing “Elite Team.” James was drafted by the 49ers earlier this year and will assist the fast-growing brand through use and promotion of its sport earphones.

Signed to the **yurbuds** brand in April 2012, James has promoted the earphones through social media and, in the coming months, will be working with **yurbuds** to organize a more in-depth event schedule. James is an avid earphone user, and relies on them as a primary training partner. **yurbuds** has established itself as the top sport earphone company, especially among runners and endurance athletes. With the addition of James to the team, the company hopes to expose its products to a whole new audience of athletes and sports fans.

“Having LaMichael agree to be a part of our athlete team is a big step forward for **yurbuds**,” said Daniel DeVille, Director of Marketing for **yurbuds**. “His dedication, authenticity and physical ability make him a perfect match for our brand.”

James recently finished the 49ers mini-camp on June 14 and is ready to start his professional football career.

"**yurbuds** are solid; one minute into my training session is all it took for me to believe these earphones were made with athletes in mind," said James. "I train hard. Six days a week, twice a day and **yurbuds** are the only earbuds I've ever used that stay in my ears, start to finish. It's easy to want to join their team when you believe in the product and everything else they're doing to support athletes."

James joins an impressive and varied list of **yurbuds** athletes including Ironman® World Champions Chris “Macca” McCormack and Mirinida “Rinnie” Carfrae, as well as Oklahoma City Thunder power forward Nick Collison.

“Our professional athletes are a part of the **yurbuds** family, and they work with us on everything from product development to business development,” said DeVille. “We are so thrilled to begin this journey with LaMichael.”

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](#) and join in the conversation at [facebook.com/yurbuds](#) and on Twitter [@yurbuds](#).

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" from Awwwards.

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Media Contact: April Hundza, Martz Agency, ahundza@martzagency.com, 480-998-3154