



yurbuds® #1 Selling Sport Earphone Brand in the US

Authenticity and Ergonomics Drive yurbuds to the Leadership Position in the Sport Earphone Business

ST. LOUIS (January 31, 2013) -- **yurbuds®**, maker of the sport earphones guaranteed never to hurt or fall out, have reached another company milestone. According to The NPD Group, yurbuds is officially the #1 selling “water resistant earbuds” in the United States by both units and revenue in 2012. This category includes the wide range of sport-focused earphones currently available at retail.

“Becoming the #1 sport earphone in the U.S. is really a testament to our entire team, our patented ergonomic design and grass roots marketing efforts over the past couple of years,” said Daniel Deville, Director of Marketing for **yurbuds**. “Our consumers believe in our product and the brand behind it.”

In less than five years since its founding, **yurbuds** has introduced new product lines targeted at specific user groups in the sport community and won over the hearts and minds of its loyal user base. Its growth and expansion have been at a torrent pace with distribution now in more than 30 countries. Driven to provide new products based on research and the understanding of consumers’ needs, **yurbuds** recently launched the Inspire for Women and Limited Edition lines. Designed specifically for the female athlete, the Inspire for Women line has been a growing success since its launch and has generated a strong social buzz. The Limited Edition line, featuring proprietary Triple Magnet Sound Technology™, has also gained recognition, with the *Focus Limited Edition* being named an International CES Innovations 2013 Design and Engineering Awards Honoree.

Rich Daniels, **yurbuds** COO, credits **yurbuds** success to its authentic connection in sport communities and providing products that truly are designed for sport.

“As athletes, we spend our free time engrained in sport,” said Daniels. “This gives us a strategic advantage when it comes to developing products, as our entire team embodies our brand’s active lifestyle.”

With this success, the #1 sport earphone brand is off to a strong start in 2013. Looking ahead, **yurbuds** plans to continue researching, developing, and delivering best-in-class sport earphones that meet the technology needs of today’s athlete.

For more information on **yurbuds**, go to **yurbuds.com** and join in the conversation at facebook.com/yurbuds.

About yurbuds

yurbuds was founded in 2008 by Seth Burgett, President and CEO, an active triathlete and Richard Daniels, COO, a 24-time marathoner. Burgett and Daniels left their corporate roles and joined forces to improve personal performance. They have been joined by Craig Ceranna, CFO 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.

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, 2011 "Site of the Day" for Awwwards, and the 2013 CES Design & Engineering Showcase Award (Focus Limited Edition).

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