



## **yurbuds Begins 2013 With Top Athlete Additions**

*New Athletes Include Top Talent From Around The World*

ST. LOUIS (March 4, 2012) – [yurbuds](#)®, maker of the sport earphones guaranteed never to hurt or fall out, is excited to announce the expansion of its team of athletes. The new athletes join a roster that includes San Francisco 49'ers' LaMichael James, 2010 Ironman World Champion Mirinda “Rinny” Carfrae and the Oklahoma City Thunder’s Nick Collison. Among the new athletes are 2012 Ironman World Champion Pete Jacobs, Australian rugby star Billy Slater, Ironman 70.3 champion Angela Naeth and Ironman champion Meredith Kessler.

“In the past year, Our athletes competed at the top level of their sport; from the NBA finals and the Super Bowl to the Ironman World Championship and the Olympic trials,” said Daniel DeVille, Director of Marketing for **yurbuds**. “We are thrilled with the new additions as they share the same passion for sport, dedication to training and genuine belief in the yurbuds brand.”

[Pete Jacobs](#) is the reigning Ironman World Champion after his October 2012 victory in Hawaii. [Billy Slater](#), one of the most popular athletes in Australia, is a fullback on the Melbourne Storm and one of Australia’s top rugby athletes. Professional triathlete [Angela Naeth](#) is a champion several times over in both Ironman 70.3 and Rev3 races. [Meredith Kessler](#) rounds out the additions for early 2013. She has won multiple Ironman titles since she began training professionally, including the 2012 Ironman New Zealand.

All of the athletes will represent **yurbuds** by authentically embodying the company’s motto of always pushing #BEYONDTHEWALL.

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 recently honored by the 2013 International CEA Innovations Design and Engineering Awards for the Focus Limited Edition. yurbuds has also been awarded for its marketing, including a 2011 “Site of the Day” for Awwwards.com and a 2010 GOOD DESIGN AWARD. *Forbes* also named yurbuds the 9th Most Promising Company in America for 2009.

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