



PRESS Information

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Prague, 22 January 2009

NEW iPod®-MATCHING COLORS FOR JVC GUMY AND MARSHMALLOW HEADPHONES

JVC's popular Gummy and Marshmallow headphones are now available in nine new colors, matching the colors of the latest generation of Apple iPod® music players.

The HA-FX34 Marshmallow in-ear headphones and the HA-F140 Gummy earbuds will be available in white (Gummy), silver (Marshmallow), black, blue, purple, green, yellow, orange, red and pink coordinating with the new expanded iPod nano™ and shuffle™ digital music players. Both styles also feature color-matching cords.

The HA-FX34 Marshmallow is designed for comfort, featuring super-soft inner-earpieces in two sizes for a snug fit that also reduces background noise. The Marshmallow headphones include a tangle-resistant 3.28-foot (1.0 m) cord, designed to minimize friction-noise that can occur when the cord is brushed against clothing.

The best-selling HA-F140 Gummy earbud headphones feature a soft rubber body that also provides a snug fit at an affordable price point of \$9.95. The Gummy headphones include a tangle-resistant 3.28-foot (1.0 m) cord.

Both the Marshmallow and Gummy headphones come with a gold-plated connection plug compatible with the latest iPhone™.

Note: iPod, nano, shuffle and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.

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