



FOR IMMEDIATE RELEASE

New PureGear PureBoom Wireless Earbuds Deliver Premium Sound for Active People

Magnetic Auto On-Off feature turns off your music and podcasts automatically when joined, so you never lose your spot

IRWINDALE, Calif., August 17, 2016 – [PureGear](#), today launched its new [PureBoom Wireless Earbuds](#), delivering premium sound with water-resistant quality. Athletes and those on-the-go can comfortably listen to their music, podcasts or talk on their phone in a variety of active situations.

Tweet this: *To add to your fitness routine: new water-resistant @PureGear PureBoom Wireless Earbuds- www.pure-gear.com/pureboom.html #newgear #earbuds*

Featuring magnetic Auto On-Off technology, the PureBoom Wireless Earbuds conveniently turn off automatically when joined, saving your battery. And, when separated, they automatically pair with the last device. Its IPX Rating of 4 means that it is splash- and sweat-resistant, so fitness enthusiasts can be confident that their music will keep playing throughout their workout. Lightweight yet strong, PureBoom Wireless Earbuds boast up to 8 hours of use time and allow you to pair two devices at once.

“PureGear is excited to be in the Bluetooth audio space. PureBoom offers premium quality sound, which means you get fantastic, high-end audio quality without having to pay audiophile prices,” said Mike Cavanah, president of PureGear. “It’s important to us that people are able to enjoy superb sound even while they’re active, whether they’re running, in the gym or walking their dog.”

Cavanah continued, “And because it uses Bluetooth technology, PureGear Wireless Earbuds also make a great fit for phones that don’t have a headphone jack.”

PureBoom Wireless Earbuds – Currently available - \$89.99

- Sweat and water resistant (IPX4 rating)
- Premium sound
- Up to 8 hours use time
- Pairs with 2 devices at once

- Remote talk syncs with Siri or Google Now
- Voice alerts for low battery, on/off and pairing
- Simple 3-button control adjusts volume, moves between songs, and rejects/answers calls
- Built-in mic
- Rechargeable—fully charges in only 2 hours
- Range is up to 32 feet
- Custom carrying case included

PureGear also announced today its wired version, PureBoom Earbuds, which offers excellent sound and sweat-resistance for active people.

PureBoom Earbuds – Currently available - \$29.99

- Sweat resistant (IPX3 rating)
- Excellent sound
- Single multifunction button
- Remote talk syncs with Siri or Google Now
- Built-in mic
- Lightweight
- Round, tangle-resistant cord

About PureGear

At PureGear, we believe wireless technology should simplify your life, not weigh it down. This is why we design reliable mobile device accessories that complement today's demanding, on-the-go lifestyles that make sense for work or play. We're also committed to providing you with premium quality at an affordable price. With this in mind, it is our goal to enrich your everyday mobile experiences while respecting your wallet and our world.

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