



PUREGEAR LAUNCHES PUREBOOM™ PREMIUM SOUND BUDS, AN INCREDIBLE LISTENING EXPERIENCE AT AN AFFORDABLE PRICE.

[February 29, 2012] Irwindale, CA – PureGear is pleased to announce the launch of PureBoom Premium Sound Buds. Now you can enjoy extraordinary sound quality on-the-go, with a mobile device headset that's designed to make your listening experience crisp, comfortable, convenient and fun.

Whether you're watching a movie, listening to your favorite tunes or podcasts or simply taking an important call, PureBoom Premium Sound Buds have been engineered and tuned to deliver optimal sound quality for all media, with superior noise cancellation, crisp sound clarity and deep bass tones. The convenient, user-friendly design includes a high-grade mic for hands-free calls, a built-in remote with answer/end/play/pause buttons, a tangle-resistant triangle cord and a sleek carrying case that fits easily into a pocket, backpack or purse. PureBoom Premium Sound Buds also come with an assortment of custom fit ear bud cushions, so that you can choose the fit that's most comfortable for you. The headset and storage case are compatible with most mobile devices that feature a 3.5mm audio port, and come in an array of colors to complement your phone or iPod, including Black/Gray, White/Gray, Pink/Gray or Purple/Gray. At an affordable MSRP of \$49.99, PureBoom Premium Sound Buds offer superlative sound quality at a sensible price.

"Headsets and sound buds are an integral part of today's mobile experience," says Mike Cavanah, President of PureGear. "When we designed PureBoom Premium Sound Buds, we wanted them to deliver everything that a headset should – superior functionality, convenience, and most of all, amazing sound quality. By offering this product at a reasonable price point, we're making the choice simple for consumers."

PureGear offers a full range of mobile device accessory products that enable you to Protect, Listen, Power and Connect, in order to free your hands, time and mind. Available at select retailers, including our flagship retail store on 1715 E. Colorado Blvd., Pasadena, CA, 91106. For more information or to purchase product online, please visit www.pure-gear.com.

To follow PureGear's latest news and updates, stay tuned for regular updates and announcements on our blog at <http://blog.pure-gear.com>, or check us out on Facebook at www.facebook.com/puregear, Twitter at <http://www.twitter.com/puregear>, YouTube at www.youtube.com/puregeartv and Pinterest at <http://pinterest.com/puregear>.

ABOUT PUREGEAR

At PureGear, we believe that 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. Our products are designed with added features and benefits that make sense – for work or play. We're also committed to providing you with premium quality at an affordable price. After all, we understand that devices change faster than your kids' favorite toys, the latest diet fads...possibly even the stock market. With this in mind, it is our goal at PureGear to simply enrich your everyday mobile life experiences while respecting your wallet and our world.