



PR Contact:
Michelle Moody
Moody & Associates
michellemoody@upbeataudio.com
214.363.3460

UpBeat Audio Contact:
Linda Langs
President
linda@upbeataudio.com
616.837.9500

New Boostaroo Revolution Delivers Amplified, 3-D Surround Sound to iPods, Other Personal Audio Players

UpBeat Audio's tiny pocket amplifier demultiplexes compressed audio so listeners experience full field of sound; splitter drives two sets of high-end headphones to share tunes or movies

Grand Haven, MI – October 4, 2005 – UpBeat Audio's new Boostaroo Revolution® overcomes the low volume and flat sound problems sometimes associated with listening to digital music and movies on portable players. This pocket-sized audio amplifier and two-way splitter drives high-end headphones (greater than 60 ohm impedance for best results) or mini-speakers, quadruples their volume, and images high-definition 3-channel surround sound. The Revolution powers any portable player that has a headphone jack, including all iPods and other MP3 players, DVD, CD and satellite radio players, laptops, Pocket PCs, handheld video games and motorcycle intercom gear. Retailing for \$79.95, it is available immediately from <http://www.boostaroo.com> and begins hitting the shelves later this month at Dr. Bott, ThinkGeek.com, effiliate.com, Airport Wireless, In Motion, AltiTunes, and Hedonics in Canada. New retailers as they are added can be tracked at <http://www.upbeataudio.com>.

Market's Smallest Portable Amplifier:

Weighing only six ounces, counting the two included AAAA batteries, the Boostaroo Revolution is the market's smallest portable amplifier at about the size of a disposable lighter. Initial units feature the same durable, high-gloss white plastic housing as iPods. Units in black, silver and a black/silver combination should appear on store shelves in November, just in time for holiday shopping. A tab and mounting hole allows users to attach it to a belt, key chain, or wear it around their neck. The Revolution carries a full 90-day money back guarantee and a one-year warranty on parts and services.

Patent-Pending Technology Images 3-D Surround Sound:

UpBeat Audio's patent-pending circuitry separates and reprocesses compressed digital music files, opening up the field of sound. It splits conventional stereo signals into individual channels so listeners feel surrounded by rich sound, as if in a recording studio. It gives clarity, punch and driving bass.

Connect Two Listeners to Player of Choice:

The Boostaroo Revolution features two standard mini-stereo ports with discreet circuits that allow two listeners to share music or movies at the same time - with no reduction in volume, no added distortion or noise. Users connect to their player of choice using one of two included patch cords, 3" and 6" in length (white version) or a 12" cord (black and silver versions). Plugging the Revolution into the headphone jack boosts the audio signal and extends player battery life by eliminating the need to increase the player's volume. The Revolution will provide about 24 hours of constant use.

(MORE)

Use To:

Encourage top performance of headphones (> 60 to 300 ohms) and personal players
Overcome travel noise and hear rich music on airplanes, motorcycles, trains or in cars
Overcome airplane engine noise to enjoy DVDs on laptops
Overcome street noise anywhere to hear enhanced tunes
Bring amplified, 3-D surround sound to mini-speaker set-ups to enjoy music or DVDs in hotel or dorm rooms
Enhance the sound of a laptop presentation
Hear and feel the action in surround sound on a Sony PSP® or other portable game device

About Upbeat Audio:

Privately held UpBeat Audio Inc. develops and manufactures audio accessories that enhance, amplify and expand the field of sound. Building upon the success of its original Boostaroo, UpBeat Audio added more power and 3-D surround sound imaging to its second-generation portable audio amplifier and splitter, the Boostaroo Revolution. UpBeat Audio, 101 Washington #223, Grand Haven, Michigan, 49417; (616) 837-9500; info@upbeataudio.com, <http://www.upbeataudio.com>.

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Note to Editors: Photos are available via CD or from: <http://www.upbeataudio.com/press.html>. UpBeat Audio will be in Dr. Bott's booth #1232 at DigitalLife in New York, October 14 – 16. For an appointment, or for products to review, contact michellemoody@upbeataudio.com