

For Release: May 1, 2008

Contact: Linda Langs, CMO & Partner  
UpBeat Audio, LLC  
12261-F Cleveland Ave.  
Nunica, MI 49448  
616-837-9500

Sneek Previews of the landing page [www.boostaroo.com/operationboostaroo.html](http://www.boostaroo.com/operationboostaroo.html)  
Photos: [www.upbeataudio.com/press/operationboostaroo.html](http://www.upbeataudio.com/press/operationboostaroo.html)

## Operation Boostaroo

*We aim to put a Revolution in every soldiers' pocket!*

Nunica, Michigan, April 24, UpBeat Audio, LLC announces a special drive to give soldiers a FREE Boostaroo Revolution hi-fi pocket amp & splitter for their music and movies, May 10<sup>th</sup> – 17<sup>th</sup> 2008 ( in honor of Armed Services Day).

Why give soldiers a Revolution?

The Boostaroo Revolution® Pocket Amp and Splitter improves the sound of digital audio in portable players and gives an added volume boost and 3 – 4 hours of increased battery life per charge. It's patent pending surround sound circuit opens the field of sound and delivers a sound experience that has the experts raving.

“audio bliss” *PC Magazine*

“delivers high-definition surround sound to headphones or even mini-speakers.” *Penthouse Magazine*

“after you try it, you won't want to live without it.” *Personal Tech Pipeline*

That's why UpBeat Audio wants to put a Boostaroo Revolution in every soldier's pocket.

**May 10 – 17, 2008 UpBeat Audio will donate a Boostaroo Revolution to [www.anysoldier.com](http://www.anysoldier.com) for every one purchased on their web site at [www.boostaroo.com](http://www.boostaroo.com).**

- **Plus**, they will donate an extra set of batteries to the soldiers and the customers who participate during those dates.
- **Plus**, they will also give customers \$10 off on the Revolution they order (just in time for Graduation, Father's and Mother's Day.)

“We hope that this will put thousands of units in our soldier's hands. Of course, this extends to all branches who are serving now,” said Linda Langs, Managing Partner of UpBeat Audio, LLC.

“We've designed our ordering system to allow our customers to send a note of encouragement with each unit that we ship, and have invited the soldiers to come back to [www.boostaroo.com/soldiers](http://www.boostaroo.com/soldiers) and leave a message and upload a photo.”

Asked how “Operation Boostaroo” was started, Langs said the idea was born after soldiers called the company from Afghanistan. “They were ordering the unit for field work with a personal credit card.”

“Conditions in a deployment are noisy. They wanted it for the music enhancement, but also to use with their laptops for field work.”

“The Boostaroo Revolution® is unique not only because it improves the clarity and volume – its’ amplified double splitter allows two people to listen with headphones or a set of mini-speakers.”

“That flexibility means it can be used when listening to a scanner or GPS device, as well as to personal music in the barracks or to amplify a movie in a group setting.”

“Its small size allows it to fit in a pocket (it’s about the size of a Bic® Lighter) and it operates on batteries. It works with laptops, TV’s, DVD players, iPods, Scanners, GPS systems – anything that has a headphone jack.”

On average the Boostaroo Revolution® will get 40 hours of continuous play per set of batteries. That’s about one month of use for most people.

An added benefit of using a headphone amp, is that it allows people to listen at a lower volume and hear more clearly. The additional power reduces distortion and drives headphones more efficiently.

Operation Boostaroo will only be available through the company’s web site, [www.boostaroo.com](http://www.boostaroo.com) Sunday May 10 - through Saturday May 17 (Armed Services Day.)

Friends who would like to help spread the word on this effort can go to <http://www.boostaroo.com/OBPoster.html> and print out a PDF and post it at work or school.

“Each customer will get a chance to write a personal note of encouragement which we will attach to every donated unit that we send. On the note from us we invite the soldiers to post a picture and write us back at [www.boostaroo.com/soldiers](http://www.boostaroo.com/soldiers) .”

UpBeat Audio, LLC is a small business located in Livonia, Michigan with the sales office in Nunica Michigan. Founding partners are Linda Langs, Bob Sakuta, Tom Buck, Don McHugh, Mike Pahl, Bob Straight, Marc Langs and Tom Parker. Launched in 2005, it specializes in the manufacturing of small, low cost battery and AC/USB powered amplifiers and splitters. Their products are designed for all types of field applications and are used by NASCAR fans, Motorcycle Riders, Law Enforcement, Campers and Travelers, the hearing impaired, as well as military personnel. The company holds several patents and its products are sold in Best Buy, Radio Shack, Fry’s, J & R, InMotion, and various small Mom & Pop stores throughout the US and Canada. The Boostaroo Revolution® is a US made product.