

Press Release

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Check out the NEW Boostaroo® Portable Amplifier & Splitter

Grand Haven, MI - UpBeat Audio, Inc. announced today that it is offering a new model of the popular Boostaroo® Audio Amplifier & Splitter.

- The popular Boostaroo® has a new look, and it's more than skin deep. The new model features a clear plastic casing, a red LED light which indicates when the unit is left on, a dynamic new chip which improves the ambience of the sound as well as a slightly longer 12" cord.
- "We're delighted with the new product", said Linda Langs, CMO. "All of these changes were brought about by direct customer feedback. Many of our customers told us that they would accidentally forget to shut off the Boostaroo and waste their batteries. With the LED light, you can now tell at a glance that the Boostaroo is on."
- Perhaps the most important change is the new dynamic audio chip. "We heard from Audiophile's that they could detect a slight hiss in the older model. Our new chip not only provides a more dynamic range of sound, it is also quiet - providing no added hiss or noise." said Langs. The Boostaroo will increase the volume of any audio or DVD player up to 100% without added noise or distortion.
- With the increase of portable electronics - users are struggling to listen to music or a movie in noisy environments - such as a plane, train, subway, bus, or vehicle. The Boostaroo is a small portable player no larger than a candy bar that gives the needed audio boost to portable players for a very reasonable \$29.95. It easily fits within a shirt pocket.
- "Our users range from motorcycle riders and NASCAR fans, to executives and office workers who use the Boostaroo with their computer or laptop to hear over a noisy office environment. One of the unique uses for the Boostaroo is to plug it into portable mini speakers for use with a laptop presentation or to watch a DVD movie. We lengthened the cord to make it more convenient for this use."
- "It doesn't matter what type of portable player you have - if it uses a headphone, it can use a Boostaroo."
- The Boostaroo is manufactured by UpBeat Audio, Inc. a new product development company focusing on building accessories that expand the sound and increase the volume of a variety of audio products. For more information or photos on the Boostaroo, go to www.boostaroo.com
- To become a distributor for the Boostaroo, apply at www.upbeataudio.com or call 1-800-800-4354.