Press Release

Release Date: November 09, 2007

UpBeat Contact:
Linda Langs
Partner/CMO
616.837.9500

Boostaroo® Goes Green!

UpBeat Audio's Boostaroo Pocket Amp & 3 Channel Splitter(AA & AC/USB Versions) are now ROHS and CEC compliant.

Grand Haven, MI – November 9, 2007 – UpBeat Audio's new battery powered Boostaroo and AC/USB powered Boostaroo have been tested and received the ROHS compliance seal and the CEC (California Energy Commission) seal.

The Battery powered line of Boostaroos have always supported Green compliance as they readily accepted recycled and rechargeable batteries. The new AC powered & USB unit, further this standard with award of these seals.

"Our customers are travelers, motorcyclists, and NASCAR fans who love that they can take batteries that don't have sufficient power to drive their other electronics, and continue to get 4–6 hours of playing time with them in the Boostaroo. Receiving these compliance seals takes us one step further in becoming a green company." said Linda Langs, Managing Partner and Chief Marketing Officer for UpBeat Audio.

What does it mean to be RoHS compliant?

The RoHS Directive stands for "the restriction of the use of certain hazardous substances in electrical and electronic equipment". This Directive bans the placing on the EU market of new electrical and electronic equipment containing more than minimum restricted levels of lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyl (PDD) and polybrominated diphenyl ether (PBDE) flame retardants normally used in the manufacture of plastics and solder for circuit boards. This directive is also gaining ground in the US, and one day will be a required directive.

What does CEC Compliance Mean?

The (CEC) or California Energy Commission created a State law that limits the amount of energy consumption of power transformers such as used in the Boostaroo AC/USB unit.

Boostaroo has received glowing reviews from periodicals such as:

- **Mac Directory**
- **PC Magazine**
- **MacWorld**
- **Motorcycle Consumer News**
- **Fortune Magazine**
- **PowerBook Central**

The Boostaroo has proven itself as a rugged, long lasting accessory that offers customers longer

listening times, better audio clarity, and the ability to share.

Use To:

- Encourage top performance of headphones (> 8 to 30 ohms) and mini speakers used with computers or kiosks
- Overcome travel noise & share music or movies on airplanes, motorcycles, trains or in cars.
- Use it in a dorm room to create a stereo set up from computers or digital players.
- Double the volume of a laptop or kiosk presentation.

About Upbeat Audio:

Privately held UpBeat Audio LLC. develops and manufactures audio accessories that enhance, amplify and expand the field of sound. Building upon the success of its original Boostaroo, UpBeat Audio has continued to develop a variety of inexpensive small amplifiers for computer, TV, music, gaming, & mobile applications. UpBeat Audio, LLC 12261-F Cleveland Ave, Nunica, Michigan, 49448; (616) 837-9500; www.upbeataudio.com, www.boostaroo.com.

###