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**NEW JVC “MARSHMALLOW” HEADPHONES  
FOR iPod®, iPhone® and iPad™ OFFER REMOTE CONTROL AND MIC**



Toronto, Canada, Oct.12, 2010 – A new addition to JVC’s popular Marshmallow headphone series features a built-in remote control and microphone, and is designed for use with the Apple iPod®, iPhone® and iPad™.

The new JVC HA-FR50 Marshmallow inner ear headphones include a remote that controls a variety of functions on the latest Apple portable devices and provide a comfortable fit and improved isolation from background noise. In addition, they’re available in four colors to match the iPod nano® 5G and iPhone 4 selling in the market.

With official "Made for iPod, iPhone and iPad" status, the JVC HA-FR50 makes it more convenient than ever to use and enjoy these devices. During music playback, the intuitive controls on the headphones operate play, skip and search functions. The remote also controls volume and allows the user to make phone calls or take voice memos.

The earpieces come in two sizes to ensure a customized fit and are made from new, softer memory foam designed for hours of comfort for any wearer. The design and materials ensure a secure fit, and provide superior isolation from outside sounds while also minimizing sound leakage. These features make the headphones a fine choice for enjoying music over long periods of time. Performance is enhanced through the use of a powerful 0.33-inch (8.5mm) neodymium driver in each housing.

The headphones come with a 3.94-foot (1.2m) color cord and a gold-plated iPhone-compatible slim plug.

The JVC HA-FR50 Marshmallow headphone is now available at major retail stores for \$49.99

### **About JVC Canada Inc**

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Toronto, Vancouver, and Ottawa, JVC distributes a complete line of video and audio equipment, including high definition displays, camcorders, DVD players and recorders, satellite systems, home and portable audio equipment including headphones, mobile entertainment products and recording media. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.

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**NOTE TO EDITORS:** An electronic version of this release and high-resolution images are available at: <http://www.jvc.ca>