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**JVC ANNOUNCES HIGH PERFORMANCE INNER EAR HEADPHONES
WITH UNIQUE MICRO-HD DRIVER UNIT**



Toronto, Canada, Oct.12, 2010 – JVC today announced the addition of a new model to its line of inner ear headphones that provides superior sound isolation and delivers outstanding audio detail. The new JVC HA-FXC51 features a specially developed JVC MICRO-HD driver unit, designed to send audio directly into the user's ear. In addition, a bass-boosting port and carbon diaphragm reproduce high-clarity deep bass, while secure-fitting rubber cushions offer maximum comfort for any listener.

The HA-FXC51 provides excellent sound quality and superior isolation by employing an innovative MICRO-HD driver unit mounted on the tip of the headphone housing.

Different from conventional inner ear headphones, this design positions the driver unit in the ear canal to deliver high-definition sound directly into the ear without diffused reflection.

The earpieces come in three sizes to ensure a customized fit, and the headphones come with soft rubber cushions designed for hours of comfort for any wearer. These snug-fitting headphones are not only less likely to fall out, they also provide better isolation from outside sounds and minimize sound leakage.

Outfitted with a slim, gold-plated iPhone-compatible plug for maximum flexibility, the four-foot (1.2m) pure copper cord is designed to minimize friction noise. A handy carrying pouch and cord clip completes the package.

The JVC HA-FXC51 with MICRO-HD driver unit will be available in November 2010 for \$ 59.99.

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>