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JVC Canada Inc.
21 Finchdene Square
Scarborough, Ontario M1X 1A7
Telephone 1-888-293-1311
Fax: 416-297-4422
URL: <http://www.jvc.ca>
Contact: Robert Ip
robert.ip@jvc.ca

**JVC GOES WILD WITH “DESIGNED FOR FASHIONISTA”
ANIMAL PRINT HEADPHONES**

New headphones offer Dalmatian, leopard and zebra patterns.

LAS VEGAS, January 7, 2010 – For those who find that color-coordinating their headphones with the day’s outfit doesn’t quite cut it anymore, JVC offers a new, more adventurous option for the fashion-obsessed – animal print inner ear headphones.

The new JVC HA-FXP3 Designed For Fashionista inner ear headphones, announced today, will be available next month in four popular animal print patterns: Dalmatian, leopard, zebra stripe and pink zebra stripe. Designed for fashion-conscious women, they are perfect for accessorizing or simply for standing out in the crowd. A secure, comfortable fit is assured with three different sizes of silicon earpieces supplied: medium, small and extra-small, reflecting the smaller average size of women’s ears. Snug-fitting headphones are not only less likely to fall out, they also provide better isolation from outside sounds, and minimize sound leakage.

Rest assured, unlike many of the latest fashions, there’s no sacrifice of performance and comfort in the name of style. Each earpiece utilizes a 0.33-inch (8.5 mm) neodymium driver unit that delivers deep, powerful bass and a crisp, detailed high end. The 3.94-foot (1.2 m) friction noise reduction cord and gold-plated iPod/iPhone-compatible plug make the HA-FXP3 a sound choice for people who love to listen to their music on the move.

The JVC HA-FXP3’s will be available for \$24.99 in February.

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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