



PRESS Release

FOR IMMEDIATE RELEASE

JVC Canada Inc.
21 Finchdene Square
Scarborough, Ontario M1X 1A7
Telephone 1-888-293-1311
Fax: 416-297-4422
URL: <http://www.jvc.ca>
Robert IP
Sr. Marketing Manager
Audio Accessory

**New JVC Gumy Ear-Bud Headphones Offer Comfort
and Full Color Matching for iPod nano® 6G**

Toronto, Canada, January 6, 2011 – JVC today announced an updated version of the popular Gumy ear-bud headphones that offers better fit and new, vivid colors to match Apple's iPod nano® 6G.

The new HA-F150 Gumy headphones feature a new oval-shaped soft rubber body for an improved fit that enhances comfort and reduces sound leakage. Great sound quality is ensured through the use of 13.5mm neodymium driver units that deliver powerful, punchy sound, perfect for all kinds of music on the go.

The vibrant colors of the HA-F150 have been carefully paired to the bright new colors of the iPod nano 6G – white, black, blue, green, orange, pink and red – as well as a special violet edition. Every part of the body casing and the 3.3-foot (1 meter) cord are perfectly matched. Completing the picture is a gold-plated iPhone®-compatible slim plug.

The HA-F150 earphones are sold in environmentally-friendly packaging made from 75 percent recycled plastic from post-consumer waste, reducing the environmental impact of the product.

The HA-F150 Gumy ear-bud headphones are available now for \$14.99.

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.

###

Note: iPod and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.