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JVC ADDS IN-EAR HEADPHONE TO PREMIUM BLACK SERIES

New HA-FXC80 "Tri-form" headphone combines high performance with comfort.

LAS VEGAS, January 7, 2010 – JVC today announced the addition of an in-ear model to its premium Black series headphone line. The new HA-FXC80 headphone combines advanced materials and JVC's Micro-HD driver with a unique design that offers comfort and a secure fit.

The headphone's performance advantage begins with the use of JVC's Micro-HD driver, a design that places the driver unit in the ear canal as opposed to conventional designs that place the driver in the housing outside the ear canal. As a result, sound is delivered directly to the ear without diffused reflections for clarity and improved isolation from outside noise. Performance is further enhanced through the use of a carbon housing and carbon diaphragm. Together, these innovations deliver crisp, clean sound and solid bass. The gold-plated iPhone-compatible slim plug and 3.94 ft (1.2 m) pure copper cord minimize loss in sound quality.

The headphone's unique Tri-form design, with its triangular black housing, allows the option of wearing the headphone with the cord below the ear or turning the housing so that the cord can be easily wrapped over the top and behind the ear. Detachable soft ear loops are included to secure over-the-ear placement of the cord. A snug, secure in-ear fit with minimal sound leakage is guaranteed with three sizes of soft silicon earpieces included. Completing the lineup of accessories is a handy carrying pouch.

The new JVC HA-FXC80 headphones will be available for \$79.99 in March 2010.

Also currently available in JVC's Black series are the HA-S650 and HA-M750 over-the-ear headphones. Like the HA-FXC80 headphones, these models are for consumers looking for top quality sound combined with a sleek, simple, modern design. The HA-M750 is a full-size headphone that offers "DJ-style" one-ear monitoring with an innovative twistable housing and a foldable design for easy packing. The HA-S650 is a flat-folding design so it's easy to pack, and light weight so it's comfortable during extended use. The JVC HA-S650 and JVC HA-M750's are currently available for a suggested retail price of \$79.99 and \$99.99, respectively.

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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