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## **JVC Updates and Expands Inner-Ear Headphone Line**

*With two new models, there's something for everyone.*

Toronto, ON. September 12, 2011 – JVC today announced two new inner-ear headphones, offering a model to meet nearly everyone's needs, including a sweat-proof model and new versions of the popular JVC Gummy and Marshmallow headphones available in colors that match the sixth generation iPod® nano®.

### **Gummy Plus – HA-FX5**

The new HA-FX5 Gummy Plus is an inner-ear version of the top-selling JVC Gummy for those who prefer the inner-ear design over an earbud. The new Gummy Plus features a soft rubber body for a comfortable fit and good noise isolation, which ensures a better listening experience. To tailor the fit to each user, silicone earpieces in small, medium and large are included. It comes in eight colors – seven that match the iPod nano 6G, plus violet – and has a 3.3-foot (1 meter) cord with a gold-plated iPhone-compatible plug.

The new JVC Gummy Plus is available this month for \$14.99.

### **Marshmallow with Mic & Remote – HA-FR36**

The new JVC HA-FR36 Marshmallow Remote + Mic headphones feature a built-in remote control and microphone and are designed for use with the iPod, iPhone, iPad™ and BlackBerry®. The user-friendly cord-mounted single-button control makes it easy to operate the play, stop and skip functions, and answer a phone call. A microphone for talking is built into the tiny remote control unit.

Two sets of earpieces – small and large – are included to provide a customized fit. Made from soft memory foam designed for hours of comfort for any wearer, these secure-fitting inner-ear headphones are less likely to fall out, and provide superior isolation from background sound as well as minimizing sound leakage.

The HA-FR36 headphones are available in eight colors. Seven of these match the colors of the iPod nano 6G, plus violet.

The HA-FR36 headphones incorporate powerful 11mm neodymium driver units that deliver full-bodied sound. The headphones come with a 3.94-foot (1.2 meters) cord and a gold-plated iPhone-compatible plug.

The new HA-FR36 Marshmallow Remote + Mic headphones are available this month for \$29.99

**About JVC Canada Inc.**

JVC Canada Inc, is a wholly-owned subsidiary of JVC Kenwood Corporation, with sales associates, located in Toronto, Vancouver, and Montreal, JVC distributes a complete line of video and audio equipment, including high definition projectors, camcorders, home and portable audio equipment including headphones and mobile entertainment products. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.

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