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For Immediate Release

Polk Adds Android Functionality To High Performance UltraFit™ Headphone Line-Up

-- Three New Polk Audio UltraFit Headphones Give Android Users Complete Control Over Key Smartphone Functions, Along With Acclaimed Polk Performance And Fit --

BALTIMORE, MD, December 3, 2012 – Polk Audio®, the Speaker Specialists®, today announced it will soon ship a new selection of **Performance Line-Up UltraFit™** headphones that cater to the ever-growing legion of Android smartphone owners.

Three new models, all of which are Made for Android, offer complete control over calling and music listening functions, such as volume, track skip, and more, via in-line or on-ear single-button remote control and microphone. As part of Polk Audio's Performance Line-Up of UltraFit headphones, each of the three new models are designed for individuals looking for superior audio quality, durability and style in the headphones they use while training, practicing or generally engaged in an active lifestyle.

“Since we introduced our initial UltraFit selection last year, we’ve received countless requests from our fan base asking when Android models would be added to the mix,” says Ben Newhall, Polk Audio’s SVP of Sales and Marketing. “When you consider that over 13 million Android smartphones shipped in the second quarter alone*, it’s no wonder that demand for high performance Android compatible headphones would be so big.”

Adds Newhall: “Just like our current UltraFit models, Polk’s new Made for Android headphones offer the best sonics for the money, with a fit and finish that will satisfy the most demanding the most demanding athletes, fitness enthusiasts and active listeners.”

The three new Android-compatible UltraFit headphone models are adaptations of three of the most popular products in the line. Suggested retail prices are the same as corresponding iOS-compatible models, too.



UltraFit 1000a, In-Ear Headphone (\$69.95): High performance digital sound; in-line 3-button remote control and microphone; Securefit™ support; two ultra-flexible, tangle-free planar audio cables; Strainguard™; Moisture Shield; 3.5mm connector. Available in black/red and white/gray. Zippered, vented protective case; 41-inch cable; 14-inch cable; three pair StayFit™ silicone tips.



UltraFit 2000a, On-Ear Headphone (\$69.95): High performance digital sound; built-in 3-button remote control and microphone; Securefit™ support; ultra-flexible, tangle-free planar audio cable; Strainguard™; Moisture Shield; airframe design; reflective wraparound headband; 3.5mm connector. Available in black/red and white/orange. Zippered protective case; one pair silicone ear pads; two pair foam ear pads; one pair cold-weather shearling ear pads.



UltraFit 3000a, In-Ear Canal Headphone (\$99.95): Ultra high performance digital sound: in-line 3-button remote control and microphone; Securefit™ support; two ultra-flexible, tangle-free planar audio cables; Strainguard™; Moisture Shield; 3.5mm connector. Available in black/red, white/gray and white/orange. Zippered, vented protective case; 41-inch cable with in-line Apple® control, 14” cable, three pair StayFit™ silicone tips; two pair StayFit™ 3-flange silicone tips, three pair memory foam tips.

“With slightly more than half of the current smartphone market*, it was only a matter of time before Polk introduced a series that speaks to the needs of Android fanatics,” adds Newhall. “No matter if a listener prefers Android or iOS, Polk has you covered!”

Polk Audio’s new selection of Made for Android Performance UltraFit headphones will ship in late December 2012.

About Polk Audio

Polk Audio (www.polkaudio.com) is an award-winning designer and manufacturer of high performance audio products and the largest audio brand of DEI Holdings, Inc. Founded in 1972, Polk is the market share leader in premium Home Theater speakers and sound bars in North America, and is a leading manufacturer of headphones, mobile and marine speakers and amplifiers, and other high performance audio products.

For more information, high-resolution images, executive interviews, and the location of a Polk distributor in your area, contact Adam Sohmer; Sohmer Associates, LLC (PR representative for Polk Audio); 347-497-4965; adam@sohmerassoc.com. For more information on DEI Holdings, visit www.deiholdings.com.

*” Strategy Analytics: Android Smartphone Market Share Declines to 56 Percent in United States in Q2 2012“, July 30, 2012. (<http://www.businesswire.com/news/home/20120730005768/en/Strategy-Analytics-Android-Smartphone-Market-Share-Declines>)