

News from KICKER Lifestyle Products

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KICKER's Reference *Bullfrog Jump* Outdoor Audio System Now Available

Bullfrog Jump Represents the Best of KICKER's 44-year Pedigree in Audio Design and Performance

LAS VEGAS, NV, January 3, 2017 – KICKER is using the occasion of CES 2017 to announce that its new top-of-the-line portable audio powerhouse, Bullfrog Jump, is now available through the company's web store and select authorized KICKER dealers.



The waterproof **Bullfrog Jump** (SRP: \$399.95), which was announced at press previews this past summer, is a self-contained high-performance 2.1-channel audio system featuring two 4" drivers and two 3" x 4" passive subwoofers, with one each on both the front and back for true 360° sound.

The near-impenetrable cabinet that is specifically voiced to sound great inside and even better outdoors, from tailgate parties to the campsite, poolside, in the yard, on a boat, and anywhere else music and fun are welcome. Available in two color options – green/black and charcoal/white -- Bullfrog looks as good as it sounds.

"Bullfrog Jump represents a giant leap forward for portable audio," said Jeremy Bale, Brand Manager for KICKER lifestyle products. "The sonic output stands up to the most popular self-contained systems on the market, but just as important, if not more so, is how Bullfrog Jump represents the perfect design for enjoying and sharing music in any environment."

KICKER's new Bullfrog Jump, which is the first in a line of high output Bullfrog speakers, creates a sound that is deep and resonant, with a sense of authority and a call to join the fun. Bullfrog streams Bluetooth stereo audio up to 100 feet, and it includes FM radio for when it is time to listen to the big game and favorite local stations. A 3.5mm input jack is also available for connecting a portable audio player when Bluetooth isn't available.

With its IP66 rating, Bullfrog Jump is proven to stand up to harsh weather conditions, from driving rain to a snowstorm. Dirt, dust and mud are kept safely at bay, and are easily hosed off without any effect on performance.

Bullfrog's rechargeable battery lasts up to 20 hours, with average listening, and there is a dedicated USB charge-out port to ensure that mobile devices have the energy to keep up with such a powerful system. An easy-carry handle makes it convenient to bring Bullfrog Jump wherever the party happens to be.

KICKER Connect App: Making the Best Streaming Speaker Even Easier to Control

KICKER is complementing the rollout of the Bullfrog with a new app that makes it easy for users to tailor the audio to their liking. Kicker Connect puts access to the Bullfrog Jump on any iOS or Android streaming device, with easy and intuitive control of the FM radio (including custom presets), volume, status monitor, factory reset, a searchable user guide, and wireless stereo mode setup for connecting two Bullfrog speakers via Bluetooth. In addition, by using the app's Double-Kick™ setting, users can add a second Bullfrog Jump to the audio stream.

Coming Up: Bullfrog Hop and Skip



Later this year, KICKER will follow up the Bullfrog Jump with two additional Bullfrog models, Hop and Skip, which will represent both the entry-level and mid-level options in the Bullfrog speaker lineup.

Added Bale: "Bullfrog is slated to be one of KICKER's most pivotal product lines in our company's history. It embodies everything we stand for: exceptional performance, unshakable reliability, and designs that

complement active lifestyles."

For additional information about KICKER's Bullfrog Jump, visit the product page at <http://www.kicker.com/43BF400>.



KICKER products, a division of Stillwater Designs and Audio, Inc.®, are available for the mobile and home audio aftermarket at authorized retailers worldwide, and also as Original Equipment for automobile manufacturers.

Consumers seeking more information on KICKER may call the Consumer Information Line at 1-800-256-5425 or visit the website at www.kicker.com. Follow KICKER socially at [Facebook.com/KickerPersonalAudio](https://www.facebook.com/KickerPersonalAudio), [Facebook.com/kickeraudio](https://www.facebook.com/kickeraudio), [Twitter.com/kickeraudio](https://twitter.com/kickeraudio), or [Pinterest.com/kickeraudio](https://www.pinterest.com/kickeraudio).

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