

## News from KICKER Lifestyle Products

CES 2017, Booth #4619, North Hall, Las Vegas Convention Center

### **KICKER to Roll Out New IPx7-Rated EB400 Bluetooth® Earphone, Designed for Active Users in Every Type of Weather**

#### **EB400 Represents New Standard for Performance, Durability, and Comfort from a Bluetooth Earphone**

**LAS VEGAS, NV, January 3, 2017** – KICKER today announced that a follow-up to its highly successful EB300 Bluetooth® compatible earphone, the EB400, will ship in Q2 2017, adding “waterproof” to the long list of benefits that made the EB300 one of KICKER’s most successful earphones to date.

**The EB400** (SRP: \$99.95) is IPx7-rated, meaning it will withstand long periods of sweat, rain, and snow without affecting performance or build quality.

“The EB400 epitomizes our commitment to designing products that complement an active lifestyle and live up to our reputation as a leader in lifestyle audio,” said Jeremy Bale, Brand Manager for KICKER lifestyle products. “With this model, our design specialists created an earphone that sounds demonstrably better than other products in its price class. The EB400 is the ultimate blend of sonic output from a compact design that is resilient enough to last for years, and with an aesthetic that is comfortable and visually appealing.”

Similar to its previously available counterpart, the EB400 is compatible with any audio player, smartphone, or tablet that is Bluetooth-enabled. Its ergonomic design ensure that it will stay in place regardless of activity, while remaining easy to use and comfortable to wear. Also included is a built-in microphone for hands-free telephone calls, and it is packaged with three silicon tips for optimal comfort and noise isolation.

Added Bale: “Our ‘made for sharing’ ethos is front and center in the EB400. Comfort, quality, and long-term reliability make it a natural for any activity, whether it’s part of a group or going for a walk or run with a partner. It holds true to the strength and reliability KICKER customers expect from our products.”



KICKER Lifestyle Products, a division of Stillwater Designs and Audio, Inc.<sup>®</sup>, 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](http://www.kicker.com). Follow KICKER socially at [Facebook.com/kickeraudio](https://www.facebook.com/kickeraudio), [Twitter.com/kickeraudio](https://www.twitter.com/kickeraudio), or [Pinterest.com/kickeraudio](https://www.pinterest.com/kickeraudio).

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