

Release Date: September 7, 2004

For Information & photography:

To request a product to review:
Contact: Linda Langs, CMO
UpBeat Audio, Inc.
Grand Haven, MI 49417
Email: linda@upbeataudio.com
616-837-9500

Wouldn't you like to be able to hear the music YOU PAID FOR – anywhere?

Tiny Portable Audio Amplifier & Splitter Really Doubles the Volume of an Mp3 player, iPod, mini, DVD player, Pocket PC, PowerBook, or iBook.

You can't beat APPLE® when it comes to providing the tools to let you enjoy media and express yourself – except if you want to do it on the street!

The fact is – most of us spend a lot of time traveling and moving in noisy environments – and those are the exact places where we want to be able to listen to our music or watch a DVD.

The BAD NEWS? Turn up your iPod or any Mp3 player to the max and you've got distortion! Trek down a busy street or the beach – you can forget hearing your music. Yet, how do you overcome the noise on a bus, plane, train, or car?

Think headphones do the trick? Only the most expensive noise reducing ones (where you'll drop \$150 or more) might help – and even those don't provide a volume boost.

Yet – there's one small, inexpensive accessory that does the trick. It's the little Boostaroo™ headphone amplifier and splitter. No larger than a small candy bar, the Boostaroo fits in a shirt pocket with an Mp3 player, iPod, or mini. It uses 2 AA batteries – and delivers a powerful doubling of volume without any added noise or distortion.

The Boostaroo features three standard mini-stereo ports with discreet circuits that will allow multiple listeners to enjoy the same music at the same time. This means no reduction in volume with multiple listeners and no added distortion or noise. Try that with an ordinary splitter and you'll notice a dramatic volume drop and your music in mono.

Pair a Boostaroo with your current headphones or earbuds – and you're set to enjoy your music or DVD anywhere – with friends!

Better yet – if you're traveling – bring mini-speakers, add the Boostaroo, your Mp3 and you're able to enjoy a full room stereo in your hotel room – or watch your DVD so that everyone in your room can hear and enjoy it.

“This little amp is powerful and it lasts! I've had up to 36 hours of music from one set of batteries! I use it everywhere, on a plane, in my hotel, – even on my motorcycle!” Ken Latham, customer

The Boostaroo works with any PC or Apple device that uses headphones. In fact, it works with any player that uses headphones.

How many places do you like to listen to music or watch a DVD? Tuck a small Boostaroo in your pocket and you can enjoy your music or movies wherever you go.

Best of all – for a serious piece of audio equipment, the small little amplifier retails for only \$29.95 each. Far less than you spend on a decent pair of headphones – and it carries a 90 day money back guarantee and a one year warranty against manufacturing defects.

This little device will be appreciated and used by just about anyone at any age. Teenagers to Grandparents. The company likes to say, “Everybody needs a little Boostaroo!”

You can learn more by going to <http://www.Boostaroo.com>.

If you would like to pick up photos of the product, you can download them from the web at <http://www.Boostaroo.com/images>.

The Boostaroo is sold on many web sites, as well as available in stores such as Fry's, In Motion, Altitunes, and Micro Center, and is distributed through Dr. Bott.

The Boostaroo is manufactured by UpBeat Audio, Inc. of Grand Haven, Michigan. USA.

UpBeat Audio, Inc. is a two year old woman-owned business that purchased the patent and rights to the Boostaroo from Bowman, Inc. the original inventor of the Boostaroo™ in 2003.

UpBeat Audio, Inc. has since redesigned the unit and improved the circuit for greater clarity, volume gain, and has added an LED light to show when the unit is turned on. For more information, call (616) 837-9500.