

# Press Release



Where art, fashion and  
technology meet...

## Earloomz Is Making Bluetooth Stylish

*Introducing a new Bluetooth earpiece where art,  
fashion and technology meet*



In late 2009, a group of seasoned trendsetters from the entertainment industry entered a marriage between the \$30 billion fashion accessory industry and the \$165 billion consumer electronics industry. The result was a creative mix of style and originality *where art, fashion and technology meet* to bring an innovative twist to the typical Bluetooth earpiece.

Earloomz LLC received stellar reviews and excitement when it previewed its new line of Bluetooth earpieces featuring more than 300 different designs of licensed art, pop culture icons, entertainment properties, cartoon characters, sports teams, and original commissioned artwork and the Consumer Electronics Show last month in Las Vegas. After receiving a zealous response from the consumer electronics industry, Earloomz is previewing its new line at the International Toy Fair in New York to demonstrate firsthand that Bluetooth earpieces can be fun.

Bluetooth headsets have never been considered “cool.” They’re a necessity, required by law in many states. But no one likes conformity. So, Michael Sherman, Sidney Richlin, and Ashley Fox; a group of young, hip, seasoned entertainment and toy professionals that live by their cell phones and have worked closely with artists such as Lady GaGa, Pink, Mary J. Blige, Nelly, Keyshia Cole, Jessica Simpson, and Destiny's Child; put their heads together to consider what sets celebrities apart from the crowd – style, individuality, and personality. Earloomz are more than just a cell phone accessory - Earloomz combine advanced Bluetooth technology, superior comfort, functionality, and pop culture images and artwork to be the stylish extension of one's personality.

With dozens of licenses already secured and many more to be announced in the coming weeks, it's an individual's personality that Earloomz exhumes at the end of the day. There will be a

style to fit everyone's personality whether they are infatuated with a popular recording artist, sci-fi, pop-culture movies, a sports team, classic cartoon characters, skulls, or even cheetah prints. Earloomz will allow Bluetooth users to express their individualism and share their passions.

Earloomz style and technology sets it apart from any other wireless device on the market. The unique patented design provides an earpiece that operates without bulky buttons or additional external pieces. This allows for easy accessibility, greater comfort and is light weight for the ear. And featuring favorite pop culture images and artwork is not only a great conversation starter, it allows your personality to shine through.

Available in early spring 2010, Earloomz will be available in two different models (both models include a USB charger and adjustable ear hook):

Earloomz Version I will feature Bluetooth 2.0+ EDR technology, low power consumption, fast transmission speed, and standard CVSD. (\$39.99 MSRP)

Earloomz Version II will feature Bluetooth 2.1+ EDR technology, noise cancellation, Mic noise reduction, lower power consumption, voice prompt, support multiple devices, and 16-bit resolution audio Auristream codec which can greatly enhance audio quality. (\$59.99 MSRP)

If you live a fast-paced lifestyle and need to stay in constant communication on a mobile device, don't get lost in the shuffle - let Earloomz be an extension of your personality.

### **About Earloomz LLC**

In a world where everyone has similar electronic devices, Earloomz gives you the chance to stand apart from the crowd by bringing artistry and style to personal electronics. Makers of beautifully designed Bluetooth earpieces for the discerning trendsetter, Earloomz LLC is bringing together technology with personal style. Earloomz are *where art, fashion and technology meet*. For more information, visit [www.earloomz.com](http://www.earloomz.com) or call (877) 995-6669.