

FOR IMMEDIATE RELEASE

Save Your Jack

Los Angeles, CA - October 1, 2007 - Replug LLC is proud to announce Replug, the 3.5mm breakaway audio plug, and implores you: please, don't be so hard on your jack.

Keep jack alive. One of the biggest trepidations facing technophiles today is the infliction of damage on the soft underbelly of their otherwise robust audio electronics - the audio jack. An inadvertent yank on the audio cord sends the iPod or laptop falling, flying, or worse: causes the audio plug to snap off inside the jack, leaving your precious music player broken and you out the money you paid for it. Anyone who has walked away from their device while still tethered to their audio should read on.

Enter Replug: the breakaway audio plug. Replug is an audio connector that couples between your headphones and any audio device, turning any standard 3.5mm audio jack into a breakaway connection. It is comprised of a plug tip and a flexible body which grips the tip using a resilient elastomeric ring. When too much force is applied, Replug simply detaches from itself, preventing catastrophic damage to your audio equipment. Simply reattach body to tip and you're ready to go.

Designed with the everyday user in mind, Replug's unobtrusive form acts as a simple extension to the end of your headphone cord. It works with any audio device equipped with a standard audio jack, so pick your poison; PSPs, laptops, desktops, iPods, CD players are all covered. Replug does not work with iPhone, yet. Replug comes in your choice of black or white.

Consumers, retailers and manufacturers alike will appreciate the increased protection provided by Replug. It significantly reduces the chance of damage to the audio jacks of mobile devices, potentially reducing the rate of returns and costly repairs.

Replug is 57mm (2¼ in.) long and weighs less than half an ounce. It is comprised of two parts, a 3.5mm audio tip, and a detachable body that connects with any headphone plug. When strain is applied to Replug, the body separates from the tip, which remains inside the audio device. The body is reattached to the tip for continued use.

Replug is available online beginning October 8th, 2007, at [www.replug.com](http://www.replug.com) for US\$ 17.95.

Replug is patent pending and is a recipient of the 2007 I.D. Magazine Design Distinction Award ([www.id-mag.com](http://www.id-mag.com)). Replug was designed by Amalgam, an ID firm specializing in the development and production of consumer products.

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