

FOR IMMEDIATE RELEASE



CONTACT:
Lianne Terese
Modern Portable
650-830-0522
Sales@ModernPortable.com

Introducing the world's best Bluetooth headphone value – The HIFI ELITE Super 66 by Modern Portable!

High fidelity sound, powerful bass, cutting-edge features, stylish stainless steel design and incredible comfort make the HIFI ELITE Super 66 the best Bluetooth headphone value on the market!

Silicon Valley, CA – January 11, 2016: Modern Portable has unveiled the HIFI ELITE Super 66 over-ear Bluetooth headphones, which are becoming known as “The \$66 Sensation!” because of their sensational sound and sensational price. The HIFI ELITE Super 66 combines unprecedented sound quality for the price with a stylish stainless steel lightweight design and feature set that has earned high praise from customers and top national press alike.

Kyle Thompson, CEO of Modern Portable and former Vice President of Marketing at Cambridge SoundWorks, said, “We saw a huge opportunity, with big name competitors selling headphones of marginal quality for over \$300. This isn’t doing the right thing for consumers, who deserve quality and value for their money. We wanted to shake up the industry and offer a better high fidelity Bluetooth headphone at a quarter of the price. When you hear the Super 66, we think you will agree we have succeeded!”

The Super 66 is already creating fans in the tech media. Nationally syndicated *Sound Advice* newspaper columnist Don Lindich, read by millions nationwide, said, “Compared to \$300 Beats headphones, the Super 66 sounds better. This may surprise the general public, but not audiophiles...they (the Super 66) just plain sound good...”

How did Modern Portable accomplish this lofty goal? They started by benchmarking leading \$300 high-end headphones, then worked with industry-leading engineers to duplicate the sound at a much more customer-friendly price. Finally, they assigned production to a factory that makes the same \$300 headphones for the high-end brands. So was born the HIFI ELITE Super 66, and we think you will agree the results are magnificent!

HIFI ELITE Super 66 Features:

- Strong, clean, accurate bass with distortion-free audio, even at the highest volume level
- 5 to 6 Hour battery life for wireless enjoyment of music, movies and games
- Bluetooth or wired connection (wired connection works without battery power, high-end ribbon cable included)
- Built-in microphone for clear, crisp hands-free phone calls (Bluetooth only)
- Large, carefully designed and laid-out buttons for easy wireless operation

The Modern Portable HIFI ELITE Super 66 headphones are available at www.modernportable.com and www.Amazon.com

If you are an industry journalist interested in reviewing our Super 66 headphones for your online or print publication, please contact us at: press@modernportable.com to request a review sample.

For additional information about Modern Portable or any of our other products, please contact Lianne Terese at 650-830-0522 or sales@modernportable.com.

About Modern Portable: Modern Portable is a fast growing industry leader in consumer direct HIFI Bluetooth Headphones, HIFI Bluetooth earphones and power bank chargers.

FOR IMMEDIATE RELEASE



Why has Modern Portable emerged as a serious threat to the Industry? Five ideals have enabled Modern Portable to become one of the fastest growing consumer direct companies in the industry:

Modern Design: Our products incorporate leading-edge, modern design that is clean, attractive and functional. Our eye-catching products stand out in a sea of lookalike competitors, and the look, feel and operation will delight you.

Modern Performance: All Modern Portable products provide outstanding performance that leads at their price points, and even compare favorably to much more expensive products. We thoroughly engineer everything with top performance in mind, and then use the best factories for manufacturing. When you purchase a product from Modern Portable, quality and performance is assured.

Modern Value: Our products are unique values that lead at their price points, and even compare favorably to much more expensive competitors. Our value equation is unmatched in the industry.

Modern Efficiency: An efficient and eco-friendly philosophy drives everything we do. We save money and raw materials with our attractive yet minimalist packaging, and a PDF instruction manual for your product is sent to you when you order. When many thousands of products are shipped, the savings in weight and bulk are considerable. Not only does this reduce our cost so we can pass the savings to you, the environment is protected as well. Our approach uses less energy to transport the product from the factory to our warehouse, and from our warehouse to your doorstep.

Classic Service: At Modern Portable, we care! We are committed to always doing the right thing for our customers, from designing the best products in their class, manufacturing them to high standards of quality, and pricing them fairly so everyone can afford them. Once you are our customer we will take a personal interest in your satisfaction, with the goal of building a long-term relationship like people used to have with their local general store. Our products will bring you in, and our staff and service will keep you as a happy customer.