

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA'S NEW PLAYER'S LINE HEADPHONES ARE DESIGNED FOR FITNESS-ORIENTED WEARERS

STOW, OH, July 19, 2011 – [Audio-Technica's](#) new Player's Line headphones are sure to be appreciated by fitness-conscious wearers everywhere, and are designed for people who like to run, jog, exercise and work out in the gym or at home. The Player's Line models include the [ATH-CKP300 Sport Fit In-ear Headphones](#) (SRP \$39.95) and the [ATH-CP300 Sport Fit Ear-bud Headphones](#) (SRP \$34.95).

The ATH-CKP300 in-ear headphones have a sweat-proof design with an IPX2-rated moisture protection grade, and an angled housing that keeps the cord out of the way during workouts. Available in blue, red, white, yellow and black, the Player's Line ATH-CKP300 includes a 2-foot extension cord, a handy cable clip and XS, S, M and L eartips. The headphones' 10.7 mm drivers provide wide-range frequency response and clear, immersive sound with powerful bass, a detailed midrange and extended highs.

The Player's Line ATH-CP300 ear-bud headphones have ear clips that go around the ear to provide a secure, comfortable fit even during strenuous exercise, and have an IPX2-rated sweat-proof design that's perfect for athletic activity. The white, pink, black or yellow headphones have a cable clip that controls cable movement, and come with a 2-foot extension

cable. Like all Audio-Technica headphones, the ATH-CP300 is engineered to deliver superior audio quality, with newly designed 13.5 mm drivers that deliver exceptional clarity, detail and musical impact. Player's Line headphones are compatible with the Apple® iPod®, iPhone™ and iPad®, and ideal for use with portable music players, laptops, in-flight entertainment systems and other devices.

Audio-Technica Player's Line headphones are currently available at www.shopaudiotechnica.com, retailers and online sellers.

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[Click here for ATH-CKP300 product profile and downloadable high-res photos.](#)

[Click here for ATH-CP300 product profile and downloadable high-res photos.](#)

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Celebrating 49 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson or Crystal Griffith, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: www.audio-technica.com.*

— *For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact*

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