



iLuv Now Shipping FitActive Air Bluetooth Sports Earphones

***-New Addition to iLuv's Extensive Lineup of Earphones
for Active Users Now Available -***

Port Washington, NY – July 14, 2015 – [iLuv Creative Technology](#) is now shipping the newest addition to the company's line of high quality earphones. FitActive® Air is iLuv's first wireless sports earphones to stream audio via Bluetooth® and features the company's signature ergonomic design.

"With our previous FitActive series we could see how much people love to listen to music during exercise," commented Greg Keushgerian, Vice President of Business Development at iLuv. "We are very pleased to announce the first wireless sports earphones which will set consumers free from tangled wires and will boost their exercise routines with their favorite music."

[FitActive® Air](#) wirelessly streams crisp sound from a user's mobile device via Bluetooth®, allowing for tangle-free portable listening while exercising. Available in white and black, the sweatproof earphones feature iLuv's patent pending Fit-Tec ergonomic design with an in-ear brace for a comfortable and secure fit.

Go Wireless

Free your music from wires and cables and pair your smartphone to FitActive® Air through Bluetooth® to stream music wirelessly. A flat, tangle-resistant cable with convenient cable management clip allows for easy length adjustment.

Secure Fit with Fit-Tec

FitActive® Air features a patent pending ergonomic design called Fit-Tec so that each earphone is shaped to fit your ears comfortably, while the in-ear braces ensure that they stay in your ears securely.

Answer Calls and Change Tracks Easily

The built-in microphone and remote allow you to easily change tracks. If you have an incoming call, you can click the remote to answer the call for easy hands-free conversation.

Outstanding Stereo Sound

FitActive® Air earphones feature crisp sound and superior performance so you can enjoy music no matter what you're doing.

SweatProof

The sweatproof design of FitActive® Air keeps it clean, functional and ready to withstand your most rigorous workouts.

Pricing and Availability

iLuv's FitActive® Air has an SRP of \$39.99 and is currently available at Amazon.com and other select retailers.

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About iLuv

iLuv Creative Technology, the premier provider of the most comprehensive line of accessories for Apple, Samsung and smartphone devices, rapidly delivers products for today's discriminating consumers. Since inception, iLuv has amassed a total of 43 prestigious awards including 6 Red Dot Awards, 4 iF product design awards, 8 Good Design Awards, and 25 CES Innovation Awards. iLuv was also recognized with 3 Global iBrand Top 20 awards. These awards serve as recognition for our innovative design and engineering across a range of mobile accessories, including headphones, adapters, speakers and chargers. Headquartered in New York, iLuv is a division of jWIN Electronics Corp., a leading consumer electronics company since 1997. All iLuv products are conceived, designed and developed in New York and continue to lead in quality, value, design and innovation. Learn more about our distinctive range of products at www.iLuv.com.

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