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FOR IMMEDIATE RELEASE

ToughTested will introduce Ear Protection Earbuds at the 2015 International CES in Las Vegas

Las Vegas, NV—**XXX XX, 2014**—Mizco International (www.mizco.com), a leading manufacturer of mobile accessories and power solutions, will spotlight ToughTested's innovative Ear Protection Earbuds series in booth **#XXX** at the 2015 International CES in Las Vegas on January 6-9.

"ToughTested makes accessories deliberately designed to withstand the extensive use of a workday, so our goal was to develop earbuds suitable for users in their specific work environments," said Mizco Executive Vice President Sam Mizrahi. "We addressed design weaknesses of typical earbuds, which do not meet heavy-duty demand, and we identified features that would facilitate user experience in their specific work environments."

The result is the introduction of a unique series of ear protection earbuds designed to address different work environments. All styles carry the ToughTested DNA -- Durability, State of the Industry Specifications and Design for workplace functionality.

We also found that our new earbuds are outstanding in a recreational environment as well.

This new product features:

- Ear protection
- Environmental noise control
- Hands-free phone call functionality
- Comfort for all-day or sleep wear
- Weatherproof and durable

The primary goal of ToughTested Ear Protection Earbuds is to minimize the exposure to dangerous levels of sound that could damage one's hearing over time.

People are exposed to harmful environmental noise in the workplace as well as recreational environments. Hearing loss is gradual and cumulative, a combination of duration and volume, and exposure to even everyday noise gradually degenerates our hearing.

All of our ToughTested earbuds have been tested and certified by independent labs and carry an EPA NRR of at least 25dB. They're designed with noise isolation tips to protect users ears from high-decibel noises in a typical workplace, allowing users to listen to music at safe volumes by blocking out environmental noise by up to 30 percent. That means users can stay work longer and play longer while protecting their hearing. Hearing loss begins to occur when sound exceeds 85dB, and OSHA regulations restrict workers to these maximum exposures:

90db - 8 hours

95db - 4 hours

100 db - 2 hours

105db - 1 hour

110db - 1/2 hour

In typical settings, sounds are measured at:

Trucks - 95db

Alarms - 100db

Nightclub - 110db

Factory - 95db

Four models adapt this innovative technology to specific work environments:

Jobsite Earbuds protect ears while allowing users to listen to music at safe volumes and enjoy enhanced phone calls in a noisy work environment.

Features include:

26NRR

Memory Foam Noise Isolation Tips

Heavy Duty Fabric Wire

Re-enforced Stress Relief

Calls and Music

EQ-VOICE Controller

Removable Ear Hooks

Marine Earbuds provide waterproof ear protection, noise isolation, music and enhanced calls in marine environments.

Features include:

26NRR

True Fit Noise Isolation Tips

IPX7-Corrosion Resistant and Waterproof

Re-enforced Stress relief

Calls and Music

EQ-VOICE Controller

Removable Shark Fin ear tabs

Driver Earbuds offer hands-free safety, enhanced calls and comfort for professional drivers.

Features include:

True Fit Noise Isolation Tips

Re-enforced Stress Relief

Calls and Music

Comfort Ear Hook

Sportsman Earbuds provide heavy duty ear protection, music and calls for outdoor recreation.

Features include:

26 NRR

Heavy Duty Fabric Wire

True Fit Noise Isolation Tips

Re-enforced Stress Relief

Calls and Music

All models of our ToughTested earbuds offer the ability to take hands-free phone calls, with in-line microphones and a call answer/end button.

The proprietary design EQ-VOICE (Protected Trademark, patent pending) three-button control box puts complete control of the earbuds at the user's fingertips.

Calls – answer/end/mute/volume – boosts speaker volume while the built-in equalizer is preset to optimize voice quality to allow clear phone conversations in noisy environments.

Music – volume/play/pause/skip – Limits music volume to a safe 95 dbi while the built-in equalizer is preset to enhance music peaks and bass.

All models of ToughTested earbuds are designed with heavy-duty materials for extensive use: 15,000 cycle stress tested cords and junctions; nylon-braided Kevlar; gold connector tips; waterproof and dustproof.

Attendees of CES 2015 are invited to come and experience ToughTested's Ear Protection Earbuds at Mizco's booth #XXX.

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About MIZCO International

Headquartered in Avenel, New Jersey, Mizco International is the world's fastest growing supplier of mobile phone and mobile technology accessories including imaging and iPhone power solutions. Founded in 1990, Mizco markets products under the DIGIPOWER, iEssentials, Ecko Unlimited, and ToughTested Brands. In addition, Mizco markets products under the Travelocity brand, NFL, NHL, MLB and Collegiate licenses. The company currently offers more than 1,000 products through a global dealer network. For more information on Mizco and its product offerings call 1.800.266.4026

or visit www.mizco.com.