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FOR IMMEDIATE RELEASE

MIZCO TO RELEASE TOUGHTESTED EARBUD LINE AT 2015 CES

Leading heavy-duty consumer electronics brand introduces earbuds for active lifestyles

Las Vegas, NV—January 4, 2015--The [Mizco ToughTested](#) line for active lifestyles will unveil a new line of earbuds at CES 2015 in Las Vegas. Consumers, resellers and members of the press are invited to booth #30842. A new web experience will also launch at the show; www.tough-tested.com

At work and at play, these innovative earbuds are specifically designed to reduce environmental noise and withstand the “toughest” trades, lifestyles and conditions:

- The Jobsite – Design and utility for tough jobs and noisy urban areas.
- The Marine –Waterproof for boating, fishing and exposure to the elements.
- The Driver –Comfort, clear sound, noise reduction and hands free convenience so you can keep your eyes on the road and ears on your conversation.
- The Ranger – Constructed with outdoor lifestyles in mind.

All earbuds offer the rugged, purposeful design that signifies the ToughTested brand. The four models carry certified EPA noise reduction ratings and reduce environmental noise by as much as 30 percent and have decibel-limited sound for hearing protection.

The clear, precise sound quality for music and communication is attributed to a proprietary technology featured on 2 of the models called EQ-Voice (Protected Trademark, patent pending) that optimizes sound for music or voice calls at the flip of a switch.

“Extensive studies have proven that environmental noise we are exposed to in everyday life can be detrimental to your health over time.” says Tom Buske, Director of Sales for ToughTested. “We saw the need to develop a line of products that addresses environmental noise while still offering clear, quality sound for calls and high-fidelity audio for music.

ToughTested earbuds were designed and tested for safety, fit, utility and durability and tested and tuned by audiologists, sound engineers and independent labs to stand up to the “toughest” of environmental noise influences that include engine noise, traffic, construction and outdoor activities.

To learn more, visit ToughTested at LVCC South Hall #30842 at CES 2015 in Las Vegas and also join them for a special happy hour they will host during the convention on Wednesday January 7th at 5:00PM.

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ToughTested

From heavy duty braided USB cables and unique power solutions to rugged cases, the Tough Tested brand is designed for wear and tear, providing protection and security for the devices you use all the time, on the road or on the job. Primarily marketed to professional drivers and contractors, the brand is now extending its reach to general consumers who need a little extra protection from life.

About MIZCO International

Headquartered in Avenel, New Jersey, MIZCO International is a leading 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

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