



For Immediate Release

BlueAnt Announces Sponsorship as the Official Training Headphone Sponsor for the 2014 and 2015 Reebok CrossFit Games

BlueAnt PUMP HD Sport Headphones Rugged Features Align with CrossFit's Search for the Fittest on Earth

San Francisco, June 10, 2014 – BlueAnt, maker of the PUMP HD sport headphone, is proud to announce that it will be the Official Training Headphone sponsor of the 2014 and 2015 Reebok CrossFit® Games. The CrossFit Games are an annual fitness competition created and operated by CrossFit, Inc. where elite athletes compete for the title of Fittest on Earth™ and a piece of a \$1.4 million purse. The CrossFit Games, now in their eighth year, will be held July 25-27 at The StubHub Center in Carson, CA and broadcast on the ESPN network.

The PUMP HD delivers crystal clear audio and is currently the only set of wireless sport earbuds to carry the IP67 waterproof distinction, making them the ideal training headphones for athletes performing high-intensity workouts like those found at the CrossFit Games. The military-grade, rugged design with a Teflon™ coating and Kevlar™ shielding protects the premium audio components from rain, dust, debris, sweat and even a rinse under the tap at the end of a workout.

“We’re extremely happy to have BlueAnt on board as the Official Training Headphone sponsor of the 2014 and 2015 Reebok CrossFit Games,” said Steve Weiss, Corporate Development for CrossFit, Inc. “The BlueAnt PUMP’s emphasis on ruggedness while performing constantly varied, functional movements at high intensity makes them a natural fit as a sponsor for the CrossFit Games.”

Designed for the hardcore fitness enthusiast and those who lead active lifestyles outside of the gym, the PUMP HD features a rechargeable lithium-ion battery capable of holding 8 hours of continuous playtime per charge ensuring you have the juice needed to outlast the most strenuous workouts. Listener fatigue is a real issue for the highly active, so every effort was made to minimize friction and improve balance, while providing rock-solid stability. With over 100-feet of wireless range, PUMP delivers great sound to inspire a workout and allows athletes to move with freedom and confidence while training.

“When we designed the PUMP, we wanted to build a headphone that inspired active people to push themselves further and not be hindered by a technology as fundamental as headphones,” said Taisen Maddern, CEO of BlueAnt. “The partnership with the CrossFit Games supports our mission to build unbreakable sport headphones, forged for the fittest individuals that offer audio and wireless performance unmatched by any others on the market, no matter how hard the training regimen becomes.”

The CrossFit Games are the final stage of a season-long competition that started with more than 209,000 competitors and designed to determine the world’s fittest male and female athletes through a wide variety of athletic challenges. CrossFit Games competitors generally do not know the nature, duration, number, frequency or timing of the workouts they will be required to complete during the competition until shortly before each event begins. The constantly varied workouts are designed to test a competitor’s general physical preparedness, including strength, speed, agility and endurance, through a combination of Olympic lifts, gymnastics movements, climbing ropes, powerlifting, running and more. For more information about the 2014 Reebok CrossFit Games, please visit games.crossfit.com.

In addition to the naming rights associated with the sponsorship, BlueAnt will have the ability to participate in numerous co-promotion activities which include but are not limited to a presence at the 2014 and 2015 Reebok CrossFit Games and related events, as well as co-branding in television and other advertising campaigns.

The BlueAnt PUMP HD headphones will now be shipped with packaging to support the CrossFit Games. The PUMP HD will be sold at existing retailers including Apple® stores and Verizon Wireless in each of the three colors; Green Ice, Black and Blue for \$129.95.

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About CrossFit

CrossFit Inc. is the developer and provider of the CrossFit® strength and conditioning program and a recognized worldwide leader in functional fitness. Founded by Greg Glassman and built on the foundations of constantly varied, high-intensity functional movements, education and collaborative competition, CrossFit-brand workouts develop strength and fitness while cultivating community and camaraderie in each of the more than 9,000 affiliated gyms in its global network. CrossFit Inc. is a leading accredited certificate issuer for physical-training professionals worldwide and offers specialty certificate programs in addition to its core curriculum. CrossFit Inc. publishes the CrossFit Journal, promotes physical and cognitive health and fitness through the CrossFit Kids Foundation, and created and operates the CrossFit Games, an annual competition where elite athletes compete to be named the Fittest on Earth. To learn more, visit crossfit.com, games.crossfit.com, facebook.com/CrossFit or youtube.com/CrossFit.

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About BlueAnt Wireless

BlueAnt is a global communications company dedicated to connecting people to the sounds that keep them advancing confidently through life. From delivering pulse-pounding beats to push someone beyond their limits to making sure every detail of a career-changing call is received without interruption, we feel audio sits atop the five senses. Our devices integrate highly advanced technology in such a way as to not overpower the user. We innovate when it will improve the customer experience, not for the sake of innovation itself. For more information, visit www.MyBlueAnt.com and follow BlueAnt on www.facebook.com/BlueAntWireless on Twitter [@MyBlueAnt](https://twitter.com/MyBlueAnt) and [#blueantwireless](https://instagram.com/blueantwireless) on Instagram

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