

PHIATON

For Immediate Release

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**Phiaton to Debut New Classically Styled, Super Lightweight
PS 30 Headphones at Pepcom Digital Experience at CES 2011**

*-- “Fold-and-Go” Design Ideal for Travelers, with Max Bass Reflex for
Powerful Low Frequency Response --*

December 28, 2010 – [Phiaton Corporation](#), a premium manufacturer of high-performance personal audio products for consumers who appreciate authentic sound reproduction, eye-catching design and superior technology, today announced that it will debut its new **PS 30** On-Ear Headphones at the Pepcom Digital Experience at CES 2011. Available in both black and white, the ultra-lightweight PS 30 headphones feature an innovative “fold-and-go” design, and at less than a quarter of a pound they are ideal for on-the-go listeners and travelers who want a high-performance listening solution that delivers powerful audio without weighing them down. The PS 30 Headphones will be available at the end of March 2011 for a suggested retail price of \$179.99 a pair.

Authentic Audio Experience for On-the-Go Listening

Like all Phiaton headphones, the PS 30s were engineered from the ground up to deliver an authentic audio experience for today’s mobile lifestyle. In addition to their classic elegance and sheer comfort, the PS 30s feature Phiaton’s acclaimed “Half In-Ear” earphones and its unique “MaxBass Reflex” technology that virtually eliminates unwanted vibration and echo, smoothing out the bass frequencies so that listeners enjoy gentle yet powerful low-frequency audio. Notably, while MaxBass Reflex significantly increases both the depth and power of the bass,

there is no compromise on the crystal clear high-frequency response, allowing users to enjoy a rich and balanced music listening experience.

The PS 30s come with a special “swappable” microphone cable – two separate cables that give users the flexibility to switch out the standard cable with a microphone cable for use with most mobile phones, while storing everything securely in the included protective carrying pouch.

Phiaton President James Baik noted: “Phiaton is committed to offering our customers ideal headphones at affordable prices for virtually every listening need, whether they prefer the classic ‘look’ and comfort of over-ear models or the convenience of ‘earbud’ type solutions. Our new PS 30s deliver spectacular audio with the elegance and style of over-ear models, and because of their super lightweight yet durable construction, they make perfect travel companions.”

About Phiaton Corporation

Phiaton Corporation is a premium manufacturer of high-performance noise canceling headphones, earphones and Music Docking Stations for consumers who appreciate authentic sound reproduction, eye-catching design and superior technology. The Phiaton brand is created for audiophiles who demand the extraordinary from the consumer electronics they buy. All Phiaton products provide authentic sound reproduction, eye-catching design, and comfortable fit. Phiaton’s parent company, Cresyn Company Ltd., was founded in 1959 to develop and manufacturer high quality phonograph needles. Cresyn has heavily invested in R&D and developed a significant portfolio of patented audio technologies. Over time, these technologies have become an integral part of today’s most popular leading personal audio brands. Today, Cresyn markets its own growing family of industry leading products, including noise canceling headphones, earphones, Bluetooth headsets and camera modules.

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