



NEWS RELEASE

# Jaybird Blurs Lines Between Sport and Fashion With Freedom Wireless Bluetooth Buds

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Jaybird's Smallest Wireless Buds Bring Biggest Sound, Listen-While-You-Charge and Secure Comfortable Fit for All Active Lifestyles

SALT LAKE CITY--(BUSINESS WIRE)-- **Jaybird**, the pioneer and leader in premium sport wireless headphones, today announced **Freedom Wireless Bluetooth® Buds**, its fifth-generation of Freedom. Combining sophisticated style, incredible sound and increased comfort into the smallest, most advanced wireless earbuds ever designed, the buds are both functional and refined, packing premium features into a bite-sized package. Jaybird's passion for great product doesn't stop at great buds. Through the MySound app, you can customize and save your own personal sound to Freedom from your favorite music service or the Bluetooth-enabled music device you use.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160523005224/en/>

Jaybird Freedom Wireless Bluetooth Buds (Photo: Business Wire)

The ground-breaking,  
engineering-enabled Jaybird

once again re-writes the rules of earbud design and user experience, marking Jaybird's continued leadership in wireless headphone innovation.

"This latest generation of Freedom liberates our lives like never before," said Judd Armstrong, founder and CEO of Jaybird. "These micro-sized tapered buds deliver our best-ever sound while featuring a reduced size that fits all ears, all in a low-profile fit that resonates with everyone. The over-ear fit and elegant metal accents of Freedom bring a fashionable element while also being more rugged than ever, offering the freedom to bring your music anywhere, from mountain to motorcycle, thanks to the buds' helmet friendly breakthrough form."

Tweet now: Discover true Freedom of movement. @JaybirdSport introduces Freedom, smallest secure-fit wireless buds ever. Learn More: [www.jaybirdsport.com](http://www.jaybirdsport.com)

With Jaybird Freedom, you get micro-sized sand blasted metal accented housing in a fashionable, small package. Traditionally, in-ear Bluetooth buds use plastic materials to assist with signal performance, but Jaybird has overcome these challenges by moving all electronics to its miniaturized three button controller while still delivering an incredible eight hours of play time (four hours play time with an additional four hours through the listen-while-you-charge charging clip). If you need a battery boost, clip the lightweight charger on while driving to the gym or during your workout and get an extra hour of playtime in just 20 minutes. So from the gym, to the streets, trails, office or anywhere in-between Jaybird Freedom means you'll never miss a beat.

One of Jaybird's hallmark design standards is drop-free music while offering incredibly small products. Jaybird continues to deliver this standard in Freedom, providing a huge win for active people where a lot of movement will not trip up the signal between phone and Freedom. Jaybird takes all these use cases into consideration when developing its products.

## Availability

Jaybird Freedom is available today exclusively from Best Buy stores, [BestBuy.com](http://BestBuy.com) and [jaybirdsport.com](http://jaybirdsport.com) for \$199.95. Freedom rolls out to additional retailers over the summer. The buds come in four fresh colors: Gold, Carbon (Black), Blaze (Red) and Ocean (Blue). For more information, please visit [JaybirdSport.com](http://JaybirdSport.com) or connect with us on [Facebook](https://www.facebook.com/jaybirdsport).

## About Jaybird

Established in 2006, Jaybird is an active lifestyle consumer electronics brand based in Salt Lake City, Utah. Jaybird makes premium market leading sports tech products to inspire people to be active and empower them to improve their lives. Jaybird has pioneered the sports Bluetooth headphone market and are currently the third top premium sport headphone brand in the US. Jaybird is obsessed with delivering insanely great sound that goes with you throughout your day. For more information, please visit [www.jaybirdsport.com](http://www.jaybirdsport.com).

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