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For Immediate Release

Maximo Products Launches Its iMetal™ Line of Premium Headsets for iPhone

Two new iMetal headsets combine high-fidelity sound with style and functionality.

Vancouver, WA, January 6, 2008 – Maximo Products announces the availability of its iP-HS1 and iP-HS2 iMetal™ headsets for the Apple iPhone.

Continuing the iMetal tradition of stylish design and premium quality, the two newly-released headsets feature lightweight alloy metal housing and powerful neodymium drivers, delivering high-fidelity sound with deep, rich bass. Both the iP-HS1 and iP-HS2 iMetal headsets are equipped with a high-definition microphone for crystal-clear hands-free mobile communication. A soft-touch button is ergonomically designed to allow users to answer/end calls as well as pause/skip music with comfort and ease. A 2-foot extension cable is included for extra connection length.

The iP-HS1 iMetal Stereo Headset combines the classic earbud form factor with a contemporary alloy metal styling. The iP-HS2 iMetal Isolation Headset is an in-ear design that provides extra noise isolation with 3 sizes of eartips, ensuring a good fit for the user. The iP-HS1 is currently available in a white, gray and silver color scheme, while the iP-HS2 is in black and silver. MSRP is \$69.99 in USA for both models.

“The new iMetal headsets follow the success of our original iMetal earphones,” said Andrew Houston, general manager of Maximo Products. “iPhone-compatible communication and control functions are incorporated into the iMetal headset design without sacrificing the high-fidelity audio quality or product reliability. iMetal headsets bring iPhone users a hard-to-ignore upgrade alternative.”

“As we promised when we introduced the iMetal line of earphones a year ago, it was just the beginning,” said Jimmy Yau, Maximo Products’ executive director. “Maximo Products continues to listen to our customers and develop exciting new iMetal audio products to fulfill the needs of our consumers. I believe the sophisticated design of the iMetal headsets further demonstrates our commitment.”

The iMetal headsets are fully compatible with the Apple iPhone and also work with any multimedia phone with a 3.5mm headset jack.

The iP-HS1 and iP-HS2 iMetal headsets are available now for distribution worldwide.

About Maximo Products LLC

Headquartered in Vancouver, Washington, Maximo Products LLC develops and markets innovative, high-quality consumer electronic products. Maximo Products strives to provide the smartest and most sensible solutions through its continuous product innovation and limitless imagination. For more information, visit the company's web site at www.maximoproducts.com or call toll-free 1.8888.MAXIMO.

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