



## **CES BOOTH North Hall: #6826 FITNESS TECHNOLOGIES**

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### **Photos:**

Fitness Technologies UWaterK9 with Plug-In AM Module: <http://www.thomas-pr.com/136/photos/fitnesstechnologiesk9.html>

UWaterK9 with Plug-In-AM Module - All Colors: <http://www.thomas-pr.com/136/photos/fitnesstechnologiesk9colors.html>

UWaterG8X MP3 Player-FM Radio with Plug-in AM Module: <http://www.thomas-pr.com/136/photos/fitnesstechnologiesg8x.html>

G8X-AM Module Orange: <http://www.thomas-pr.com/136/photos/fitnesstechnologiesg8xam.html>

UWaterK9 with Plug-In AM Module in green: <http://www.thomas-pr.com/136/photos/fitnesstechnologiesuwaterk9green.html>

Fitness Technologies Logo: <http://www.thomas-pr.com/136/photos/fitnesstechnologieslogo.html>

## **FITNESS TECHNOLOGIES ANNOUNCES WORLD'S FIRST PLUG-IN AM MODULE FOR FREE ACCESS TO AM RADIO**

### **Patent-Pending Tiny 100% Waterproof Module Works with Fitness Technologies' New Wearable MP3/FM/AM Micro Players for a Complete Listening Experience While Working Out, Swimming, Biking & Hiking**

January 2, 2014, Bogota, NJ -- **Fitness Technologies Inc.** [www.FitnessTechUSA.com](http://www.FitnessTechUSA.com), a leading provider of active lifestyle electronics, announced today their patent-pending **Plug-In AM Module that works with the new Fitness Technologies UWaterG8X and UWaterK9 micro MP3 and FM players.** Now users have free access to AM talk shows, news, and sports, as well as FM radio and MP3 music/audio books.

### **Wearable Waterproof Music & Radio without Smartphone's Bulky Protective Case**

Until now, the only choices for AM on-the-go were bulky, old fashioned AM/FM transistors or limited Internet radio access via smartphones using data plan minutes and requiring expensive protective cases, too big for many lifestyle activities. "We saw a need to combine AM broadcasting with our existing waterproof line of FM and MP3 micro players," stated Opher Pail, President of Fitness Technologies, Inc. "We have many customers over 55, a group comprising the lion share of AM talk radio and news audiences, and we are very pleased to enhance their audio experience with our easy to use, affordable, new plug-in AM module."

**Available in 3 Colors – Neon Green, Orange and Metallic Grey**

The Fitness Technologies Plug-in AM Module is **100% waterproof**, includes a built-in 3.5mm audio connection for the included waterproof earphones, and is available in **3 colors – Neon Green, Orange and Metallic Grey**. Currently compatible with Fitness Technologies' audio products, the Plug-In AM Module will be available for other devices with an audio jack later this year. The new line of Fitness Technologies products, including the Plug-in AM Module, the UWaterG8X and the UWaterK9 Players will be introduced at CES in Las Vegas on Jan 7, 2014, Fitness Technologies Booth #6826 North Hall.

#### **UWaterG8X MP3/FM/AM Player Features:**

- 100% waterproof/sweatproof/shockproof.
- 8GB of memory for 2,000-2,400 songs or 20 audio books.
- Advanced digital FM radio (88-108 Mhz).
- **Includes Plug-In AM Module for AM radio (520-1710 Khz).**
- Auto/manual precision tuning.
- 7-8 hours of playtime on a single quick charge.
- Built-in high performance Li-Ion rechargeable battery.
- High resolution OLED display with adjustable backlight.
- MP3, WMA, FM, AM, audio book formats.
- 7 play options plus 7 sound equalizer options.
- Up to 99 sub-directories.
- Single port 3.5mm waterproof audio/USB connection.
- IPX8 Waterproof Certification - underwater to 3M (10FT).
- 100% waterproof earphones included.
- 4 sets of extra soft silicon ear-tips (sizes: XL, L, M, S).
- Weight: one Ounce (25 grams).
- Windows and Mac Compatible.

#### **UWaterK9 FM/AM Radio Features:**

- 100% waterproof/sweatproof/shockproof.
- Advanced digital FM receiver 88 - 108 Mhz.
- **Includes Plug-In AM Module for AM radio (520-1710 Khz).**
- Precision tuning (manual or automatic).
- 19 station presents with easy setting and recall.
- 1" large screen highly visible LCD.
- Operational time: continuous 6-8 hours.
- Built-in high performance (1000+ cycles) Li-Ion rechargeable battery.
- IPX8 waterproof certification (10Ft/3M).
- 100% waterproof earphones included.
- 4 sets of extra soft silicon ear-tips (sizes: XL, L, M, S).
- Single port 3.5mm waterproof audio/USB connection.
- Weight: one ounce (25 grams).

Fitness Technologies will introduce the new audio products at the **Consumer Electronics Show (CES), held Jan. 7-10, 2014 in Las Vegas, Booth #6826 (North Hall).**

**To schedule press meetings at CES, contact:**

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#### **Pricing & Availability**

The **UWaterG8X is priced at \$130** (includes the Plug-In AM Module and action earphones), and the **UWaterK9 is priced at \$60** (includes the Plug-In AM Module and action earphones). All products will be available March 1, 2014. For more information, see Fitness Technologies [www.fitnessstechusa.com](http://www.fitnessstechusa.com).

## **About Fitness Technologies, Inc.**

Fitness Technologies Inc., a member of The SAMCO Group, has been enhancing lifestyles with waterproof electronics products since 1996. Fitness Technologies' SwimmersChoice FM Radio was the best-selling waterproof radio for over a decade. The second generation TEMPOG1 and TEMPOG2 were the first smart waterproof MP3 players on the market. The third generation UWaterG2 & UWaterG4 - the world's smallest waterproof MP3 players - were developed using feedback from end-users and 15-year experience, as was the UWaterK7 – the world's smallest waterproof FM Radio. Fitness Technologies will debut at CES the fourth generation UWaterG5 MP3/FM in 5 great styles (Metallic Grey/Black, Grey/Pink, Grey/Yellow, Grey/Blue, Grey/White), the UWaterG8X MP3/FM/AM, the UWaterK9 FM/AM, the Plug-In AM Module, and the New Triple-Axis Action Earphones. For more information, email us at [info@fitnesstechusa.com](mailto:info@fitnesstechusa.com), or visit [www.FitnessTechUSA.com](http://www.FitnessTechUSA.com).