

**PRESS RELEASE**  
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**PHIATON ENTERS THE U.S. PERSONAL AUDIO  
PRODUCTS MARKET WITH SENSATIONAL LINEUP  
OF PREMIUM LISTENING DEVICES**

*Worldwide Audio Leader Makes U.S. Debut  
with High-End Headphones, Earphones and Music Docking Station  
Aimed Towards Upscale Consumers*

**Irvine, CA – Phiaton Corporation**, a premium manufacturer of high-end personal audio products for consumers who appreciate distinctive design, technology and aesthetics, announces its entry into the U.S. market with the introduction of new headphones, earphones and a Music Docking Station for the discerning consumer. All Phiaton products provide authentic sound reproduction, eye-catching style, and a comfortable fit. Phiaton is currently selling its advanced family of personal audio products directly to consumers at its Web site, **www.phiaton.com** and other online stores.

**Jong-Bae Lee, Chairman of Phiaton Corporation**, said, “We are proud to make our debut into the highly competitive U.S. market and look forward to providing consumers with best-of-breed products, technologies and design style that offer unmatched personal audio sound quality. Phiaton is dedicated to pushing the technology and style boundaries as a high-performance luxury brand that combines a superb listening experience with unique and innovative design.”

Phiaton's line up of personal audio products includes:

**Primal Series Headphones: Ultimate Sound Quality for the True Audioholic**

Phiaton's Primal Series **PS 500** headphones (\$299) are geared to high-end audiophiles and users who demand superior sound quality. The PS 500 takes music appreciation to the next level with titanium driver technology for a powerful bass sound and a wide frequency range. It is ideal for use with home theater systems and other sound devices with an optimized airflow that delivers concert hall sound quality.

The PS 500's Studio grade 40mm Titanium Drivers and closed-ear type rear enclosure offer better sound reproduction at higher volume and provides superior clarity and wide dynamic range at all listening volumes.

**Phiaton's PS 200** (\$249) is a sound isolating earbud-style earphone that connects to MP3 players, CD players and laptop computers and provides enjoyable rich bass and terrific high range fidelity. The PS 200 employs Dual Balanced Armature drivers with passive crossover that provides stronger bass sounds and top-notch frequency. The PS 200 comes with soft silicon tips in the three sizes for the most comfortable user fit.

**Moderna Series Headphones: Sophisticated, High-End Design**

Phiaton's Moderna Series gives users the ultimate way to stand out from the crowd with headphones that look like nothing else available today. The **MS 400** (\$249) and **MS 300** (\$199) feature a no-holds-barred stunning bright red adjustable headband and ear pads that make for a bold style statement like no other. Both headphones are high-end lifestyle audio products designed for the consumer who craves a sophisticated and stylish look combined with terrific sound quality. The sleek design sports opulent color and style and ensures optimal delivery of sound to the user.

Phiaton's MS 400 and MS 300 headphones are made with carbon graphite fiber for a stylish sporty look, strong housing and lightweight construction. The carbon fiber

housing helps deliver crystal clear sound and eliminates any sound leakage. To ensure better resonance values, deep rich bass, a full-bodied midrange, and sparkling high notes, the carbon of both models is encased in a high polymer enclosure and the MS 300 is built with a double-shell structure. Ideal for business travelers and anyone on the go, the headphones feature a modular Fold and Go design to fit in a compact carrying case, making travel a breeze.

### **MS 600 Music Docking Station**

The Phiaton **MS 600 Music Docking Station** (\$349) is designed for the Apple® iPod® series and other MP3 players. The MS 600 provides superior audio quality for the home, office or any entertainment space. It was designed and constructed to deliver analog sound and its Wave Guide offers a rich bass response. The premium bass reflex structure powers its speakers to deliver high definition and full-bodied bass with an applied D-class amplifier to maximize analog sound.

### **About Phiaton Corporation**

Phiaton Corporation is a premium manufacturer of high-end noise cancelling headphones, earphones and Music Docking Stations for consumers who appreciate design, technology and aesthetics. 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 manufacture high quality phonograph needles. Under the leadership of Chairman Jong-Bae Lee, 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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