



## **Koss Rukus Series, Headphones for a Bold Experience**

### **KOSS RUKUS SERIES, HEADPHONES FOR A BOLD EXPERIENCE**

**Las Vegas, NV USA – January 13, 2012** – Koss introduces the bold new RUKUS series, providing music lovers a listening experience unlike anything before.

Koss designs products that allow people to get inside the music they love. Music is more than a moment, it's an experience that motivates and inspires us to truly be ourselves. RUKUS has taken the incredible Sound of Koss and paired it with a unique style, fit and comfort.

Music is more than just notes or lyrics. It's a magical vehicle that captivates and transports us. RUKUS is a series targeted toward those who want more than the ordinary. It's for people who believe in music and want to shout it out loud.

RUKUS boasts four core products, a style for every personality.

The RUK50, a full-size headphone has the perfect mix of style and comfort. The RUK50 comes in a variety of bold colors and designs, but what really sets it apart from other headphones, is the signature Koss performance. Koss revolutionized personal listening back in 1958, and has continued to make every listening session a passion filled, personalized, one-of-a-kind experience.

Koss, the maker of the world's most popular on-ear stereophone, Porta Pro, utilizes the same lightweight portable concept in the RUK40, creating a revolutionary style that speaks for itself. Crisp and clear sound reproduction, with new, soft, memory foam cushions provides moderate isolation allowing for comfortable extended listening sessions.

The RUK30, an in-ear headphone, creates unparalleled noise-isolation, and also introduces a cord that will help with the pocket knot. The flat cord helps eliminate tangles so you can unwind with your music rather than unwinding a tangled mess of cords. A great fit and great sound, the RUK30 has it all.

The RUK20, an in-ear headphone, has both bold sound and colors. This in-ear headphone sets the bar for performance and style. With three different sized cushions, finding the perfect fit for true noise-isolation is never a problem.

From the company's Listening Lounge at the Consumer Electronics Show in Las Vegas, Michael J. Koss, President and CEO of Koss Corporation, said, "Music is our passion - it's what

drives us to constantly innovate. We want to bring people closer to the music they love. To us, music is more than just something to listen to; it's a personal experience - it appeals to the spirit of every individual - the RUKUS Series is a celebration of that individual spirit."

RUKUS will ship in Spring 2012. For more information, and to become a True Believer, visit [www.koss.com](http://www.koss.com).

#### Koss Stereophones

Koss Stereophones has been headquartered in Milwaukee, Wisconsin since 1958 and is known worldwide for its high fidelity stereophones and audio accessories. Koss Corporation also offers digital audiophile compact disc recordings of American orchestras on its Koss Classic Label.



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