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Koss Makes a Splash With the Koss Fit Series, Headphones Designed for Women, by Women

MILWAUKEE, WI--(Marketwired - May 08, 2013) - Koss Corporation (NASDAQ: [KOSS](#)), the Milwaukee-based high fidelity stereophone manufacturer and inventor of the world's first SP/3 stereophone in 1958, today launched the Koss Fit Series, a new product line Designed for Women, By Women.

The Koss Fit Series is developed to meet a frequently overlooked demographic in the headphone and consumer electronics industry -- women. To support the product's daily wear and tear that can be expected for women on the go, Koss' female designers teamed up with Dara Torres to help design the product line.

Torres, one of the most accomplished Olympians of all time, and also a busy mother, author, model and fitness enthusiast, was excited to create a headphone line that could keep up with her active lifestyle. "Headphones in the market today don't accommodate the needs of today's woman," said Torres. "When I learned Koss wanted my help in designing the Fit Series, I jumped at the chance."

The Koss Fit Series features two models designed to allow every woman the opportunity to enjoy the music they love wherever they are.

Koss FitClips utilize an original and unique design that ensures the perfect fit. Using a new in-ear ported design, the elements rest comfortably in the ear to create the ideal seal for the ultimate listening experience. Listeners are given the choice of three sizes of ear cushions designed to fit perfectly in any woman's ear. Soft flexible clips rest comfortably around the ear to guarantee the music never stops. FitClips, available in five vibrant colors also feature a sweat-resistant coating for active use and unmatched durability.

Koss FitBuds bring the Sound of Koss to listeners in the smallest earbuds Koss has ever created. The buds are only six millimeters in diameter, making them 33 percent smaller than the average Koss earbud. The elements are surrounded by a dual-injected, soft-rubberized housing intended to fit perfectly in the female ear. Like the FitClips, the FitBuds feature the same sweat-resistant coating, five vibrant color options and extra cushions.

"We are really excited to launch the Fit Series, which is the first headphone series ever designed for women by women" said Michael J. Koss, President and CEO. "Our designers' vision coupled with Dara's unique perspective has created the perfect pair. These headphones fit great, sound great and look great."

Koss and Torres will be holding various promotions throughout the coming months where fans will have the opportunity to win a pair of the Fit Series headphones. The Koss "Fit For Life" program will include communities across [Facebook](#), Twitter, Pinterest, Instagram and YouTube. Fit for Life will provide women a community where they are encouraged to share how music inspires them in their Fit lifestyle. The promotions begins May 8th and will have daily headphone giveaways, items autographed by Dara Torres and chances to ask Torres for advice on how to maintain a Fit Lifestyle.

Koss FitClips and FitBuds are available today at [Koss.com](#) and Wal-Mart Stores throughout the United States.

Dara Torres

Named as one of the "Top Female Athletes of the Decade" by Sports Illustrated, swimming sensation Dara Torres has received an incredible 12 Olympic medals. She is a New York Times best-selling author whose two books, "Age is Just a Number" and "Gold Medal Fitness", have helped inspire women to realize it's never too late to accomplish your dreams. She is the ultimate living proof that determination trumps age. For more information follow Torres on Twitter [@DaraTorres](#), on Facebook at [Facebook.com/OfficialDaraTorres](#), or at [daratorres.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. For more information follow Koss on Twitter [@KossCorporation](#), on Facebook at [Facebook.com/Koss](#), or at [koss.com](#)

The following files are available for download:

- [PDF](#)
- [Dara press release](#)

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