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Koss Partners With Olympic Swimming Sensation Dara Torres

MILWAUKEE, WI--(Marketwire - Jun 7, 2012) - Koss Corporation (KOSS) (NASDAQ: [KOSS](#)), the Milwaukee, Wisconsin based high fidelity stereophone manufacturer and inventor of the world's first SP/3 Stereophone in 1958, is pleased to announce a partnership with five-time Olympian and 12-time medalist, Dara Torres.

The partnership calls for the development and promotion of a new line of stereo headphone products designed specifically for women.

"The consumer electronics industry has had a long history of overlooking the importance of women in how products are both designed and generally marketed. Our goal is to fashion a specific line of products that address the needs and desires of today's women, and Dara Torres is the perfect partner," Michael J. Koss, President and CEO, said here today. "Not only is Dara known as one of the most decorated Olympians in US history, but she is a music lover and also admired for balancing motherhood with a career as an author and as a specialist in life fitness."

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 have helped inspire women to realize "Age is Just a Number" and it's never too late to accomplish your dreams. She is the ultimate living proof that determination trumps age.

"I have been listening to music with headphones as a regular part of my day for as long as I can remember. Headphones allow me to escape to a place free of all distraction," Dara Torres said today. "The opportunity to partner with Koss is a terrific way to help develop active lifestyle products that I know women will love."

Michael Koss went on to say that the company's history of innovation continues with the recent announcement of Striva, the world's first Wi-Fi enabled stereo headphone that receives music directly from the internet, without wires.

"We live to bring people like Dara closer to the music they love. We understand that music is more than a nice distraction. It is a place we go, a place that both inspires and motivates," Koss said.

Since 1958, Koss has been dedicated to creating stereophones that brings you closer to the music you love.

Follow Dara, @DaraTorres or www.facebook.com/OfficialDaraTorres and join the community of True Believers with a visit to Koss, 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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