

For Immediate Release

iPhones and iPods Can Run 10 to 15 Hours Longer, Thanks to the iPowerRush Charger

The new iPowerRush increases the run time of the iPhone, iPod and iPod Touch devices by more than 50 percent. The charger, which extends operation an average of 10 to 15 hours, is available now for \$29.95 at www.iPowerRush.com.

The first charger capable of operating and quickly charging every iPod device, iPowerRush is powered by six AAA batteries and equipped with a power on/off slide switch. A push-button power indicator indicates the amount of reserve left in the unit. An automatic limiting circuit prevents overcharging the device. The unit's slim design (2" by 3 5/8" by 1/2") makes it extremely portable.

"This is a great solution for a major drawback of the iPhone," said Ben Freedman of Neo-Fight.tv, an online technology review site. "It means that mobile professionals and other enthusiasts can use the products for a significantly longer time between charges, dramatically increasing convenience."

Apple estimates the iPhone battery can accommodate up to eight hours of talk time, six hours of Internet use, seven hours of video playback, 24 hours of audio and 240 hours of standby time. It's estimated that iPowerRush extends talk time by four hours, Internet use by three, video by 3.5, audio by 14 and standby by 120 hours.

"This is a great holiday present for all iPhone and iPod users, especially since the iPhone and iPod batteries are not user-replaceable," said Ken Klarfeld, president of Fusion Audio Technologies, Inc., the U.S. distributor of the product.

To replace an iPhone or iPod battery, a user must return the unit to Apple. Replacement, which takes about three working days, costs \$79 and \$59 respectively, plus shipping. Replacing the battery will clear all data from the phone.

The two products are some of the popular consumer electronics devices ever. More than 100 million iPods and one million iPhones have been sold since their introductions in 2001 and 2007. "Time Magazine" just named the iPhone the "gadget of the year."

The iPowerRush is available at www.iPowerRush.com for \$29.95 plus shipping and handling. The AAA batteries are not included. For more information, email info@ipowerrush.com or go to www.iPowerRush.com.

###

Note to editors: A high-resolution photo of the iPowerRush is available at www.ipowerrush.com/

For information:

Ken Klarfeld

Fusion Audio Technologies, Inc.

541-729-3899

info@ipowerrush.com

Kay Paumier

Communications Plus

510-656-8512

kay@communicationsplus.net