

*For Immediate Release*

## **SOSCharger Adds New Color**

A winding phone charger for emergency battery charging

SEATTLE, Washington-March 25, 2004-ElectroHiFi, LLC today announced a new color option available for its popular SOSCharger(tm), the world's first hand-wind emergency wireless phone charger to include multiple adapters and an LED flashlight. The chargers work on a variety of wireless, or cellular phones, and include adapters to charge most phone models.

The new red color will offer more consumers more choices of style. The new red SOSCharger(tm) will be available directly at [www.soscharger.net](http://www.soscharger.net), as well as various retailers throughout the United States and Canada in late April 2004. The ultra-portable, lightweight unit is currently available in a choice of two colors: translucent blue and silver.

"The addition of this new color is in direct response of dealers and end-user requests ," said Paul Salzman, Vice President World Wide Marketing. "SOSCharger is already unique in its design as an environmentally friendly emergency wireless phone charger, yet now we offer more choices of style than any of our competitors in the space. Our dealers are delighted by the response they've received so far and are continually looking for more customer options."

Weighing in at only 4 ounces, the SOSCharger is lightweight, small and always prepared to function. The unit fits comfortably in the hand and is easy to operate.

### **Pricing & Availability**

SOSCharger, for virtually any wireless phone, is expected to become available immediately. Retail price of the new red color is the same as other models, at \$19.95 (US), and includes adapters for use with Motorola, Nokia, Sony-Ericsson and Samsung wireless phones. Additional SOSCharger adapters made for other phone brands area available for \$2.95(US) retail.

ElectroHiFi originated as the exclusive distributor of the prestigious Grundig Car Audio line in North America. Since its inception in the late 1990's, ElectroHiFi has developed pioneering marketing techniques and the distribution of unique products from around the world, such as SOSCharger. ElectroHiFi continues to innovate, as it expands its product portfolio to various markets in mobile technology and pioneering electronics.

### **Press Contacts**

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