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## **iLive GIVES AUDIO SYSTEMS AN ACTIVE VOICE BY RELAUNCHING PRODUCTS, BRAND**

*iLive changes branding to tout iPod and iPhone compatible audio systems that live for consumers*

**September 13, 2009 (St. Louis, MO)** – DPI, Inc., the leading designer and manufacturer of [iLive](#) "Made for iPod®" and "Works with iPhone™" audio systems, today announced the company is relaunching the iLive brand, including a pronunciation change of its name, to reflect an active role its products take in the lives of consumers. Through new advertising and marketing efforts, iLive - a leader in home audio systems - will position its audio solutions as the products that 'live' (verb) for consumers.

"The iLive systems are designed for how we each live our life," said Bill Fetter, CEO for DPI, Inc. "We want to meet our customers' needs, whether that's a portable system that lives for style, a system with wireless speakers that lives to play indoors or outside, or a bar speaker system that lives for HD entertainment, iLive has an audio solution for savvy consumers who want quality products at smart prices."

iLive offers a full line of stylish, award-winning iPod and iPhone-compatible docking systems that play and charge the devices simultaneously. The number one iPod bar speaker company in the United States\*, iLive offers a full line of all-in-one home entertainment systems that allow consumers to listen to their iPod, the radio or enhance the sound of their favorite television shows and DVDs through a compact bar speaker system designed to complement the look of flat screen TVs.

Advertisements supporting the new brand message have started to appear on top online sites, with print ads launching soon. Focusing on four key product groups - portable docking systems, iPhone-compatible systems, home theater systems and wireless speaker systems – the different ad concepts support the overall message that iLive offers "iPod/iPhone docks that live for you."

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## *Add One – iLive Relaunches Products, Brand*

Other home audio solutions include systems that offer great sound, functionality, and versatility in a variety of sleek design forms. For example, for on-the-go consumers iLive offers a line of portable docking systems that can be powered by batteries including boom box-style models and an ultra-portable model that folds flat for easy transport. For consumers who live to be the life of the party, iLive also offers a line of karaoke systems for iPod that's loaded with features including a CD player, video outputs and two microphone jacks.

All iLive audio systems have an MSRP of under \$200 and more than 80 percent cost less than \$99, offering a variety of options for smart consumers who refuse to sacrifice style, versatility or function.

iLive products made their debut at CES in 2006 and have since become the No. 1 iPod speaker bar company in the U.S. iLive's award-winning home audio products are sold at major electronic, mass and online retailers throughout the country.

For additional product information, visit [www.ilive.net](http://www.ilive.net). For an online press kit with downloadable product images, visit <http://tinyurl.com/iLiveAudio>.

*\*NPD sales in units and/or dollars*

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### About iLive and DPI, Inc.

iLive is a brand division of the Digital Products International (DPI, Inc.) family of consumer electronic products. iLive designs, manufactures, and markets a complete line of "Made for iPod(R)" and "Works with iPhone™" products. The company's in-house team of industrial designers and electronics engineers combines the most innovative and performance-driven feature sets with trendy and unique designs focusing on today's style and performance. iLive delivers maximum audio/video performance with visual impact. iLive products are found at regional and national retail outlets. For more information on iLive and its products and services, visit [www.ilive.net](http://www.ilive.net).

DPI, Inc.'s corporate headquarters in St. Louis, Missouri houses its engineering, logistics and design groups as well as 190,000 square feet of domestic warehouse space. DPI, Inc. also has offices in Asia that provide engineering, design, logistics, quality control, and global product management services. Currently, DPI, Inc. is the corporate umbrella for the brands iLive, GPX, Capri, ZLive and WeatherX. DPI and its group of companies have formed an environmentally responsible alliance with a commitment to the development of energy efficient products, and innovative and responsible green programs designed to *protect for today and sustain for tomorrow*. For more information on DPI, Inc. and its products and services, visit [www.dpi-global.com](http://www.dpi-global.com).

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