

For Immediate Release



CoachComm's New SmartBoom® PRO Headset a Success

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AT&T's branding presence on collegiate football sidelines is clearer and more uniform thanks in part to CoachComm's new SmartBoom® PRO headset. As an exclusive sponsor of numerous collegiate football teams, the SmartBoom PRO's unique design maximizes AT&T's branding on those teams' coaches' headsets. After 24 years of supporting so many teams nationwide, CoachComm knows that sidelines and stadiums are tough environments, and a quality headset is a must for collegiate coaching staffs.

The SmartBoom PRO headset features SmartBoom technology that allows the adjustable microphone boom to act as an On/Off switch for quick microphone muting. Closed-back over-the-ear headphones and a dynamic noise-canceling microphone combine to enable users to clearly communicate in high noise conditions. The headset's flexible, ambidextrous design and oversized foam padding available in single- and dual-ear models offer adaptability, exceptional long-wear comfort, and great noise attenuation.

"These new headsets are a natural addition for CoachComm," said Peter Amos, President and Founder. "Coaches are going to appreciate their comfort and reliability, especially in critical communication environments."

Along with an ear cup design that easily allows sponsors to maximize the size of their branding, additional features of the SmartBoom PRO include replaceable ear, headband, and temple cushion pads and detachable cable for easy in-the-field replacement. The headset's collapsible design also makes for easy transport and storage.

The SmartBoom PRO headset is now shipping and is available in both single and dual ear models.

About CoachComm

CoachComm, LLC is the leading supplier of on-field sports communications and has pioneered advanced communication technologies for the professional intercom industry, including the revolutionary Tempest wireless intercom system, a leading professional wireless intercom system worldwide. Developing headset communication technologies that are dependable, durable, and easy-to-use has made CoachComm the established leader in providing critical communication solutions to athletic programs, broadcasters, theaters, and live production worldwide. CoachComm is the leading communications provider for 97% of Division 1-A colleges and thousands of high school and college programs throughout the United States. CoachComm has earned and secured its position as an innovator by developing cutting-edge communication and practice solutions for customers that demand the ultimate competitive edge. CoachComm is based in Auburn, Alabama, USA, and was founded in 1991 by Peter Amos. For more information, visit www.coachcomm.com.

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