



FOR IMMEDIATE RELEASE

**BLUEFOX™ EXTREME VOICE CONTROLLED *BLUETOOTH*® HEADSET
SELECTED FOR THE 52nd ANNUAL GRAMMY® AWARDS GIFT BAG**

World's first Bluetooth® headset with voice control, Max 4x™ noise cancelling and BING™ search capability

BROOKLYN, NY, February 1, 2010 – *BlueFox™ Extreme*, a division of Powercam, Inc., today announced the *BlueFox™ Extreme Bluetooth®* Headset, the World's 1st voice-controlled Bluetooth headset with their proprietary Max 4x™ noise cancelling technology and Microsoft's BING™ search capability, was selected for the Official *52nd Annual GRAMMY® Awards Gift Bag*.

The Gift Bags were handed out to all Performers and Presenters by L.A.-based Distinctive Assets. Distinctive Assets celebrated their eleventh year creating the Official Backstage Gift Lounge and Gift Bags for The Recording Academy®. The 52nd GRAMMY Awards was held Sunday, January 31, 2010, at the STAPLES Center in Los Angeles and broadcast live on CBS.

All of the Album Of The Year nominees including Beyoncé, the Black Eyed Peas, Lady Gaga, the Dave Matthews Band and Taylor Swift who performed on Music's Biggest Night® received a *BlueFox™ Extreme Bluetooth®* Headset. Other Performers and Presenters who received the headset included Justin Timberlake, Celine Dion, Rihanna, Miley Cyrus, Jennifer Hudson, The Jonas Brothers, Usher, Elton John, Carrie Underwood, George Lopez, Eminem, Bon Jovi, Quentin Tarantino, Adam Sandler, Jamie Fox, LL Cool J, Zac Brown Band, Carlos Santana and Robert Downey, Jr.

"Living in Los Angeles where it is legally required to use a Bluetooth hands-free device when driving, I have had the opportunity to use a number of cell phone earpieces," said Lash Fary, CEO & Founder of Distinctive Assets. "With a longer talk time, their proprietary Max 4x noise cancellation and voice control features, the *BlueFox™ Extreme* rectifies all of my previous frustrations with these types of devices. Plus, it is the most comfortable Bluetooth earpiece I've ever worn. I'm ecstatic to be able to share this advancement with this year's GRAMMY presenters and performers."

Besides *BlueFox™ Extreme*, other companies represented in the Gift Bag included event sponsors Harman International, Waste Management and Hilton Hotels. BCBGMAXAZRIA, Moroccanoil and The Sports Club/LA are just a few of the additional companies included in the Gift Bag lineup.

"We are honored Distinctive Assets asked us to be part of the *52nd Annual GRAMMY Awards Gift Bag* and to introduce our *BlueFox™ Extreme* voice-controlled Bluetooth headset to the talented musicians and presenters of Music's Biggest Night®," said Albert Khodari, Director of Sales & Marketing, Powercam, Inc. "The *BlueFox™* headset is a full-featured, robust unit which provides unparalleled convenience and maximum versatility in a lightweight, easy-to-wear unit. Having Microsoft BING™ search capabilities extends the headset user's options while enhancing not only the feature packed unit but also provides a truly hands-free experience whether searching for directions or looking up a stock quote. This headset is truly outstanding."

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About BlueFox, a division of Powercam, Inc.

For more than 20 years, Powercam Inc. has manufactured and sold the most popular cellular phone headsets and accessories through their Powermate Cellular division and offers the latest iPod and iPhone accessories through their Digicom Digital division. Powercam is the home of the *BlueFox™ Extreme Bluetooth®* headset featuring the World's 1st voice-controlled Bluetooth headset with their proprietary Max 4x™ noise cancelling technology and Microsoft's BING™ search capability. In 2005 they introduced the *Motor Trend™* licensed line of Bluetooth headsets, cellular, iPod and iPhone accessories and will debut their new *Car and Driver* line at industry trade show CTIA in Las Vegas in March 2010. Please visit www.bluefoxextreme.com/; Corporate – www.powermatecellular.com.

About Distinctive Assets

Established in 1999, Distinctive Assets not only produces the Gift Bags and Talent Lounges for many major award shows but also provides product placement, product introduction and branding opportunities within the entertainment industry and beyond. Other services include Corporate & Personal Gifting for every occasion. Please visit www.distinctiveassets.com.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/thegrammys, a Facebook fan at www.facebook.com/thegrammys, and a YouTube channel subscriber at www.youtube.com/thegrammys.

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