



FOR IMMEDIATE RELEASE

BLUEFOX™ EXTREME VOICE CONTROLLED *BLUETOOTH*® HEADSET SELECTED FOR THE “EVERYBODY WINS AT THE OSCARS®” 2010 NOMINEES GIFT BAG

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

BROOKLYN, NY, March 7, 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 8th Annual “*Everybody Wins at the Oscars®*” 2010 Nominee Gift Bag.

The Gift Bags were delivered to this year's non-winning Academy Award Nominees by Distinctive Assets. The 82nd Oscars® Ceremony was held Sunday, March 7, 2010, at the Kodak Theater in Los Angeles and broadcast live on ABC.

All non-winning nominees in the major categories including Meryl Streep, James Cameron, Morgan Freeman, Matt Damon, Helen Mirren, Penelope Cruz, Steve Martin and Alec Baldwin received gift bags after the ceremony.

“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 non-winning Oscars® major category nominees.”

Besides *BlueFox™ Extreme*, other companies represented in the Gift Bag included HGTV Green Home Mattress Collection by Serta, Gourmet artisan chocolate creations from Chocolatines by Sweet Endeavours, the green SoHo Ultra-Quiet personal shredder from GoECOLife, and DeLeá signature fragrance gems and oil which are environmentally-conscious with stars including Oprah Winfrey, Paris Hilton, Miley Cyrus and Katherine Heigl who've received them in the past.

“We are honored Distinctive Assets asked us to be part of *The 8th Annual “Everybody Wins at the Oscars®” 2010 Nominee Gift Bag* and to introduce our *BlueFox™ Extreme* voice-controlled Bluetooth headset to the actors and directors who help shape the face of film today,” said Albert Khodari, Director of Sales & Marketing, Powercam, Inc. “The *BlueFox™* headset is a full-featured, robust unit with maximum convenience and versatility. It is lightweight, very easy-to-wear and having Microsoft BING™ search capabilities is an outstanding option. This feature packed unit provides the user with a truly hands-free experience whether searching for directions or looking up a stock quote. This headset is for the experienced as well as the less experienced headset wearer enabling them to comply with new cell phone laws in force or being enacted around the U.S. and Canada.”

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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.

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DISCLAIMER: This Gift Bag has no affiliation with A.M.P.A.S.® or any official Academy Awards gift bag.