



**G-GRIP DELIVERS POWERFUL SOUND IN A CRUSHPROOF, COMPACT,  
PORTABLE BLUETOOTH SPEAKER,  
NOW AVAILABLE AT TARGET**

***BUILT FOR THE ADVENTUROUS MUSIC LOVER***

**Los Angeles, October 25, 2012** – Designed for the adventurous life-style, G-GRIP packs a mighty sound in a compact package, and is now available at Target stores nationwide and at Target.com for \$69.99.

G-GRIP is the second product in a line of lifestyle products from G-Project, following the successful summer launch of G-GO, a portable, water resistant Bluetooth speaker. G-GRIP is built-to-last. In lab tests, G-GRIP survived drop tests of over 8 feet and stood strong under over 1,300 pounds of weight, all while pumping out loud, clean audio streaming wirelessly.

“Life is an adventure, whether you’re out hiking or on your way to school. G-GRIP’s out-of-the box design is a no-compromise alternative to the flood of compact Bluetooth speakers being marketed to consumers,” says Matthew Paprocki, founder of G-Project. “G-GRIP is compact and rugged with audio that’s loud and balanced. G-GRIP is not only built to play hard and take a beating, but at \$69.99, it’s also priced to protect your pocket book from taking a beating.”

With its rechargeable Lithium-ion battery, G-GRIP plays for up to eight hours and can be conveniently charged via USB from any powered USB charger, computer or with the adapter provided. On board controls provide at-hand access to play, pause and skip through music without having to take out your phone, tablet or any other Bluetooth device music is streaming from. G-GRIP can also stream music via a 3.5mm audio cable and comes with a buckled strap to carry or clip onto a bag or backpack.

From the beach to the skate park, G-GRIP delivers a completely portable and rich audio listening experience. Features include:

- ***Built-to Last: Crush Resistant & Drop Tested*** – G-GRIP is designed for consumers who want to take their music on every adventure. G-GRIP is built with reinforced housing, which in lab tests has withstood drops of over 8 feet and a crush force of over 1,300 pounds.
- ***Universal Wireless Streaming*** – G-GRIP is designed for today’s wireless devices, as well as future devices with Bluetooth capabilities.
- ***Portable Performance*** – Built-in rechargeable battery for up to eight hours of play back, charge via USB and buckled strap for convenient carrying or to clip onto a bag.

- *Stay In Control* – On board buttons for volume, play, pause, skip forward and back play control.

For more information regarding G-GRIP, visit [www.gprojectgear.com](http://www.gprojectgear.com)

**About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)):**

About G-PROJECT ([www.gprojectgear.com](http://www.gprojectgear.com)): G-PROJECT, a California-based company started by creative incubator Goodhatch, is a company dedicated to evolving speakers and accessories for smart devices to be rugged and real world ready. Always built with durability and portability in mind, G-PROJECT is dedicated to creating lifestyle products for on-the-go, adventurous consumers. G-PROJECT is led by a team of industry veterans with backgrounds in design, technology and music.

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