

prresults

nxe

Synopsis: PR Results was retained by Grand Destiny Group to help skyrocket the media coverage/publicity of its NXE brand named consumer technology products including an ActiveSLEEVE iPod Arm band, a RECLINE iPhone kickstand phone case and a ColorSlider iPhone case.



The program ran for eight months and during this time, PR Results secured and delivered publicity for Grand Destiny that ranged from an overflow of online and blog reviews and news mentions, newspaper coverage in the leading U.S. markets, and top tier print publicity in



magazines with an active lifestyle audience including Details, Outside and Today's Diet and Nutrition.



Publicity secured by PR Results helped drive customers to the website for sales and built brand name recognition among the products we supported during the program.



Program Highlights (Top Publicity to Mention)



<http://www.newsday.com/business/technology/warp-pipe-1.1521604/activesleeve-sacrifices-protection-for-style-1.2752804>

Warp Pipe: **ActiveSleeve**

Friday March 11, 2011 4:54 PM By Matthew Cassella



If you looking for a stylish armband to rock out while you work out, NXE has a idea. The ActiveSleeve is a lightweight generic armband for mobile devices. Perfect for any type of media player from iPhones to Zune players. The sleeve has minimal presence, which looks great on your arm.

In the first run with the ActiveSleeve the performance was top notch. It felt great on my arm and I hardly felt it lifting weights or running.

Sylewise, the ActiveSleeve is one of the best-looking armbands on the market. The Active Sleeve is currently \$29.99 on Amazon.com for a set of two colors, black and white.



<http://onespot.wsj.com/gadgets/2011/03/15/c9458/nxe-activesleeve-review-giveaway>

Big Issues: Technology

I have an ongoing issue when I run. I carry my Droid both because it tracks my runs for me but also because I am an early morning runner and feel better having my phone with me. The problem, as you may know, is that the Droid is not a small phone. It's uncomfortable to carry in my hand and you don't want to know how uncomfortable it is to run with a Droid bouncing around in your pants pocket. Let's just say it leads to some odd looking bruises on your leg. In any case, I'm always on the hunt for the perfect hands-free system. I tried a Belkin iPod Touch case, but it was a pain to wrestle the Droid in and out of

it. So when NXE offered me the chance to review the ActiveSleeve, I jumped at the chance!



Outside

TUESDAY, JUNE 28, 2011

Q: I LIVE IN THE DESERT AND NEED A WATER FIX. WHAT SHOULD I PACK?

By: [STEPHANIE PEARSON](#) Question from: The Editors, Santa Fe, New Mexico

Whether you're surfing, river rafting, wakeskating, or running on the beach, the right apparel can make or break your day. Here are eight excellent watersport wardrobe options:

Athleta Mix Match Surfabout Halter Tankini (\$59; [athleta.com](#)), Sporty Shirred Bottom (\$42), and Mix Match Surfabout Oceanside Short (\$49). Athleta's ever-expanding line of mix-and-match swimsuits are designed for surfing, stand-up paddleboarding, volleyball, or just messing around in the water without worrying about losing your suit to a rogue wave. The flattering nylon-spandex halter with UPF 50+ protection and removable cup pads goes well with a solid color bottom. If you prefer more coverage, pair it with the Mix Match Surfabout Oceanside Short, which has an internal brief.

SeasonFive Siren rashguard (\$99; [seasonfive.com](#)). If you're like me and get giant purple bruises on your inner arms every time you surf, I recommend a long-sleeve rashguard like the stretchy, water-repellent Siren. The Siren is designed to keep water off your skin, but still release your body's heat and vapor. And it's an excellent barrier against the inevitable chill after a few hours on the water.

Revo Guide Sunglasses (\$179; [revo.com](#)). New this summer, the polarized Guide has taper-corrected optics, which means your eyes will feel no strain or distorted vision even after a full day of paddling or sailing. For additional protection, the super-durable serillium lens has three coatings, one that repels oil, water, and dirt; one that eliminates light bouncing off the inside of the lens (further protecting your eyes); and a final mirror coating that optimizes usable light, allowing you to see all those hot surfers with even more clarity.

Teva Gnarkosi (\$100; [teva.com](#)). With its "Drain Frame" perforations in the heel and toe, think of this fully enclosed shoe as a colander for your feet. You may not be a pro wakeskater like the people who helped Teva design the Gnarkosi, but if you are on the river all the time and want a flat outsole and more coverage than a sandal, the Gnarkosi is your next step.

NXE ActiveSleeve (\$30; [nxeproducts.com](#)). Gadget addicts will want this breathable, moisture-wicking arm sleeve, which comes in three sizes, slips over your bicep, and keeps any device, from an iPhone to an MP3 player, in place and sweat free. Each pack comes with a black and white sleeve.



Horny Toad Chaka Skirt (\$56; [hornytoad.com](#)). After a clothes-free day on the beach, the Chaka feels great. The organic cotton/tencel blend is so soft that you can barely feel it next to your skin. Plus, the gathered waistline and A-line silhouette flatters almost every body type, whether you throw the skirt over your swimsuit or dress it up with heels.

<http://www.outsideonline.com/outdoor-gear/gear-girl/I-live-in-the-desert-and-need-a-water-fix-What-should-I-pack-.html>



DETAILS

THE DAILY DETAILS

THURSDAY, SEPTEMBER 01, 2011

5 SPORTS HEADPHONES THAT GO THE DISTANCE



Listening to music through your basic hard-plastic earbuds may be tolerable during your commute, but wearing them while working out is an exercise in frustration. Sweat and motion don't mix with the earpieces. Thankfully, new headphones designed specifically for active lifestyles—and in particular for fitness—are now proving their merit. Featuring sweatproof, stay-in-place designs, high-quality sound reproduction, and a host of conveniences such as microphones and remotes, these headphones will take your workout to the next level.

1. Motorola S10-HD Bluetooth Headphones

Motorola's solution to the problem of earbuds getting jerked from your ears: Make them cordless. The S10-HDs are also built with silicone seals to protect them from sweat.

\$90; motorola.com

2. Shure SE215

Getting a pair of Shure earbuds in place isn't intuitive—you cinch the wires around the back of your ears, which can take a few tries with a mirror—but they deliver uncompromising, audiophile-worthy sound.

\$120; shure.com

3. Sennheiser/Adidas CX 680i

The mic and remote controls are simple to use, and the Kevlar-reinforced cable minimizes annoying kinks, while the EarFins cling to your ears' contours to prevent slippage.

\$100; sennheiserusa.com

4. Skullcandy Fix

Skullcandy made sure the Fix would not fall out. Ever. They proved it by suspending a Jim Beam bottle from the buds. So if your iPod dangles as you do inverted crunches, fear not—it's going nowhere.

\$70; skullcandy.com

5. Monster Powerbeats by Dr. Dre

Bendable, over-the-ear cages keep these headphones securely in place, and a dual microdriver reproduces all the high- and low-range tones that are all but extinct in portable speakers.

\$180; beatsbydre.com

A Better Way to Carry Your Music

If you've ever tried to work out with your iPhone in your pocket, you know how easily it slips out of gym shorts. And carrying it in your hand isn't an option with most workouts. It's time to invest in the ActiveSleeve armband from nxe, which fits any smartphone and any arm and is comfortable enough to wear on even a long run.

nxeproducts.com; \$30;

—By Joel Weber



Fitness Gadgets

PDA's, BlackBerrys, iPhones, iPods—most of us depend on some kind of electronic device. So it's hardly surprising that technology-assisted fitness is the latest trend for exercisers and athletes.

Athletic shoes are now available with interfaces to iPods or other electronic devices that let you log miles run or walked. Trying to lose weight? Scales with a Wi-Fi connection are available to communicate pounds lost to your phone or computer—and if you'd like to share your weight loss with friends, an automatic "tweet" is even possible.

Manufacturers of mp3 players have gone beyond just providing sport earbuds to make listening to your favorite tunes during a workout easier. Recently, they've introduced devices focused on fitness, such as the Samsung MyFit, which plays music; has sensors

that track motion, stress, and fat; and allows you to record calories burned during your workout. The adidas miCoach Pacer, designed to compete with Nike's popular iPod sport package, coaches exercisers to stay within their target heart rate range by integrating an mp3 player with a pedometer, a heart rate monitor, and a calorie counter.

Swimmers no longer have to workout with only water in their ears. Waterproof cases and earbuds are available for mp3 players. And waterproof mp3 players specially designed for underwater listening are available to improve sound quality during long lap swimming workouts.

Don't want to spend extra money on more gadgets? For iPhone users, there are numerous free or low-cost apps available to facilitate dieting and exercising. Walk n' Play, a free app created by the Mayo Clinic and available for download on iTunes, allows you to track your movement and calculate calories burned. If competing against others inspires you, the app allows you to track the daily activities

ALSO ON THE MARKET (roll over item for description)



<http://www.maclife-digital.com/maclife/201107/?pg=20&pm=1&u1=friend#pg20>



APPLE FIRST AID

Apple is a registered trademark of Apple Inc. All other trademarks are the property of their respective owners.



Interchangeable color panels, now I can be sure that my iPhone is one of a kind. Plus I can swap out colors to match my shoes or simply show support for whichever of my teams are playing that day.

Wear your iPhone on your sleeve... literally!

Todd Bernhard 5.10.11

In the current 'How To' issue of iPhone Life Magazine, I wrote a column entitled 'How to get a grip on your iPad'. As a follow-up, I will be recommending options to wear your iPhone (or iPod touch) on your sleeve, literally! My iPhone is almost always attached to my belt, via a belt clip and case. But there are times when you want your iPhone more 'at hand.' If you're jogging, especially in the summer, you may not have a belt and might want your iDevice on your wrist or arm so you can listen to tunes.

The simplest solution to wear your gadget on your arm is the **ActiveSLEEVE from NXE**.

These are remarkably well-constructed moisture wicking sleeves that can be worn on your arm, from the wrist to the bicep, as you see fit. The spandex and polyester fabric is high quality and stretches to fit, although they are offered in Small, Medium, Large and Extra Large sizes... see sizing chart below. Another nice feature is that you get two sleeves for one reasonable price (\$30), a black sleeve and a white one, so you can color coordinate with your workout wear or you can share the second sleeve with a friend! There is a strong velcro closure and a rubberized grip to make it easy to open and close the 'pocket' which would be welcome while working out. There are gaps to allow earbuds to protrude and while you can't access the touchscreen, you could use your earbuds in-line controls, if available, to control music.



As a product reviewer, I see all kinds of excuses for "sleeves" that turn out to be nothing more than stretchy fabric sewn in a circle but this is the real deal. **If Superman carried an iPhone, he'd do so in an ActiveSLEEVE!**



SIZING CHART: (BICEP CIRCUMFERENCE IN INCHES)

S: 7"-10", M: 9"-13", L: 11"-16", XL: 15"-18"

[Todd Bernhard's blog](#)

Health & Wellness SHEKNOWS

WHAT'S IN YOUR GYM-BAG?

The warming weather means shorts and bikini season is upon us, making our visits to the gym ever more important. Whether you're just emerging from a winter workout slump or simply want to pack your gym bag with everything you need to go from sweaty fitness class to the office, here are 10 gym-bag essentials that will keep you fueled and hydrated while protecting and nourishing your skin.



1

NXE ACTIVESLEEVE ARM SLEEVE

www.nxeproducts.com; \$30 for a 2-pack

Why hold on to your iPod while running on the treadmill when you can slip it into the ActiveSLEEVE by NXE? This fitness-friendly arm sleeve is an extremely lightweight, cushioned, breathable arm sleeve that allows active individuals accessibility and enjoyment of their mobile device without the weight or annoyance of carrying it -- just think of all the additional exercising you can do with your hands free! A vertical Velcro strip allows closure flap to cinch down and securely hold your electronic device in place, even during the most active training. The ActiveSLEEVE is compatible with MP3 players and mobile phones.



The Week in iPhone 4 Cases: Kids, toys, and crystals

Posted on Mar 11, 2011 9:15 am by [David Dahlquist](#), [Macworld.com](#)

Thanks to the [debut of the iPad 2](#), the past week has been relatively light in iPhone case news. But the new offerings are certainly worth your attention. Fisher Price's offering could turn your high-tech iPhone into the ultimate baby toy, while Let's Crystal It is on a mission to fill every square centimeter of your iPhone's surface with sparkly crystals. NXE is bringing kickstand cases back, while USBFever just wants to decorate your iPhone's home button. Read on to get the full scoop on this week's new cases.



NXE



NXE's Recline Case

Lest you thought kickstand cases were going out of style, NXE is here to silence the naysayers with its new [Recline case](#) (\$30). Available for the Verizon and AT&T iPhone 4 models, the Recline features a dual-orientation, flip-out kickstand and a soft-touch matte finish. On the inside of the case, a plush lining pampers your phone, keeping it free of scratches. The case allows full access to all iPhone buttons and ports.

NATIONAL Examiner

tics show I shouldn't be here." The drug company Roche stated vemurafenib. In recent
 vemurafenib worked so well that researchers felt compelled to stop in mid-trial so they could give
 much better than the other."

FOR FOLKS ON THE GO...

KEEP your iPod safe and dry when you work out with the amazing new NXE ActiveSLEEVE. This lightweight and breathable arm band allows the enjoyment of your iPhone, iPod Nano, MP3 Player, BlackBerry or other mobile phone. The moisture-wicking material stretches for

comfort and the cushioned pillow pocket keeps your device intact. We have five \$30 ActiveSLEEVES to give away FREE. Each packet contains one in black and one in white. Please mark the coupon with the size you need — small, medium or large. For more information, visit www.NXEproducts.com.



JULY 4, 2011 EXAMINER 3





<http://www.audioholics.com/news/industry-news/nxe-activesleeve-ipod-sport>

CEFashion.net

<http://tinyurl.com/3z5awfc>



<http://tinyurl.com/4476kca>

ComputerTablets.com

<http://www.topcomputertablets.com/date/2011/02/>

C.K./Obsessable:



<http://www.sampletheweb.com/2011/04/09/review-nxe-recline-iphone-4-case/>



<http://news.idg.no/cw/art.cfm?id=7A078DE7-1A64-6A71-CE12F715C476FDB5>

Consumer Electronics Daily News

<http://tinyurl.com/3rjd7j7>



<http://gadget.ca/reader/news/nxe-active-sleeve-review-%E2%80%93-iphonemp3-player-sports-arm-sleeve>

GADGET LIVES – GADGET SPY EYE

<http://slide.gadgetspeye.com/tag/iphone-4-cases-and-armband-from-nxe/>

The Gamer with Kids



<http://thegamerwithkids.com/2011/03/28/review-nxe%E2%80%99s-recline-iphone-4-case/>



<http://www.geardiary.com/2011/03/15/nxe-activesleeve-review-giveaway/>

<http://www.geardiary.com/2011/02/25/nxe-announces-activesleeves-a-universal-smartphone-armband/>



<http://www.gstylemag.com/2011/03/24/review-of-nxe-recline-iphone-4-case/>



<http://guyism.com/lifestyle/nxe-workout-sleeve-ipod-iphone-arm-sleeve-case.html/attachment/screen-shot-2011-02-25-at-10-51-33-am>



<http://www.iphonebuzz.com/supertooth-disco-nxe-activesleeve-gslo-volt-hits-mass-production-259618.php>



<http://www.iphonelife.com/promotions/nxe-announces-activesleeve%E2%84%A2-universal-ipod%C2%AEmp3iphone-moisture-wicking-sport-arm-sleeve>

iphones4review.com

<http://tinyurl.com/3zx37bl>



<http://tinyurl.com/3u6rtyv>



<http://www.momtrends.com/2011/03/activesleeve-review/>



<http://mobilitydigest.com/activesleeve-moisture-wicking-sport-arm-sleeve/>

<http://mobilitydigest.com/give-your-iphone-4-a-leg-to-stand-on-with-a-recline-protective-case/>



<http://www.mobiletechreview.com/ubbthreads/showflat.php?Board=news&Number=40570>

<http://tinyurl.com/3svrqwm>

<http://www.mobileunderground.info/showthread.php?t=43382>



[&page=1](#)



Mom Blog Magazine

<http://www.momblogmagazine.com/index/2011/04/smartphone-accessories/>



Mom Most Traveled



<http://mommosttraveled.com/toting-your-ipod-touch-or-iphone/>

If you need a solution to hold your MP3 player or mobile phone while you work out, check out the [Nxe ActiveSLEEVE Armband](#), an extremely lightweight and breathable arm sleeve that allows active individuals accessibility and enjoyment of their mobile device without the weight or annoyance of carrying it.



<http://www.newsday.com/business/technology/warp-pipe-1.1521604/activesleeve-looks-great-but-not-for-the-sweaty-1.2752804?qr=1>



The Office Stylist

Live Well at Work, Wherev

Let your iPhone kick back and take a load off...
<http://theofficestylist.com/let-your-iphone-recline>



<http://sheheartsit.com/?s=recline>

SHEKNOWS HEALTH & WELLNESS

<http://www.sheknows.com/health-and-wellness/articles/830835/10-gym-bag-essentials-for-summer/>



http://www.lasplash.com/publish/Technology_Gift_Guides/Mother_s_Day_Technology_Gifts_Mother_s_Day_Technology_Gift_Guide_2011.php



<http://superdumb supervillain.blogspot.com/2011/04/nxe-recline-iphone-case-giveaway.html#.TsGXrD35K-U>



<http://www.slashgear.com/nxe-activesleeve-arm-sleeve-for-smartphones-and-more-25136137/>



<http://thevoquecity.com/how-to-look-stylish-at-the-gym>



<http://www.the-other-view.com/nxe-colorsliders.html>



<http://www.todaysiphone.com/2011/04/nxe-recline-kickstand-case-for-iphone-4-verizon-att-%E2%80%94-iphone-accessory-review/>



<http://www.undastream.com/fashion/>

