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Green and Getting Greener: Vers 2X Sound System for iPod Now Available In Bamboo

**The most environmentally conscientious iPod sound system
available.**

WAYLAND, MA (September 5, 2008) -- The one year-old audio brand Vers is taking a very different path than the rest of the plastic iPod sound system world with its sustainably-designed wood sound system line. Its most recent addition: Bamboo.

"Bamboo is a truly amazing plant – it grows incredibly fast, is harvested and finished by hand and looks absolutely beautiful." says David Laituri, co-founder of Vers. "It is by far the most sustainable, renewable 'wood' material on the planet. When combined with 3/8" thick cabinet walls, it sounds more natural as well."

"We were pleased by the response to Bamboo in a recent test launch. Natural Cherry, Natural Walnut and Dark Walnut were also quite popular, but we found our customers actively seeking out Bamboo as a unique alternative" says Vers co-founder Tim Trzepacz. "It also highlights our company's deep, ongoing commitment to energy efficiency, carbon reduction and sustainable design."

The Vers 2X is designed with a more sustainable mind-set, with wood selected from managed plantation sources, 100% post-consumer recycled packaging materials and energy-efficient components.

The Vers hand-crafted wood iPod sound system brand was founded in 2007. The company's first product, the Vers 2X, is offered in four hand-crafted wood finishes (Bamboo, Walnut and Dark Walnut available late October) and is distributed internationally in thirteen countries. The Vers 2X has a MSRP of \$179 USD. Visit **www.versaudio.com** for more details on our sustainability efforts, a complete retailer listing, detailed product specifications, company information or just to say hello.

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