



**FOR IMMEDIATE RELEASE**

## **RAYTEL Includes EGO CUP in VIP Gift Bags for San Diego's Holiday Bowl and Poinsettia Bowl Games**

*School Presidents, Athletic Directors, Coaching Staff and Selected VIPs will all receive the EGO CUP Bluetooth Hands-Free Car Kit during the December NCAA College Football Bowl Season*

**SAN DIEGO (December 17, 2007)** – RAYTEL, a leading provider of in-vehicle Bluetooth® hands-free communications, multimedia and entertainment systems, is donating EGO CUPS as the “signature gift” for the Pacific Life Holiday Bowl and San Diego Credit Union Poinsettia Bowl VIP gift bags. Members from the United States Naval Academy, University of Utah, Arizona State University, and University of Texas can all boost their own “EGO” with RAYTEL during the December bowl season.

The EGO CUP is the perfect “to-go”, plug-and-play hands-free car kit that makes cell phone usage while driving a breeze. The compact EGO CUP fits into any car cup holder and operates by simply plugging into the cigarette lighter adapter.

RAYTEL recently launched its new EGO line, complete with five Bluetooth hands-free products (EGO CUP, EGO TALK, EGO FLASH, EGO LOOK and EGO DRIVE), all designed to make driving safer and more enjoyable for motorists on the road while using popular mobile devices, like cell phones, MP3 players and iPods.

The EGO product line ranges from an entry-level, self installable device to a high-end, fully equipped multimedia and GPS system with a color touch-screen that reads SMS messages. Featuring an appealing and compact design, as well as Bluetooth audio streaming (A2DP), speech-to-text and text-to-speech technology, EGO has raised the bar for Bluetooth hands-free car kits in the marketplace today.

The Navy Midshipmen will face the Utah Utes in the Poinsettia Bowl on Thursday, December 20<sup>th</sup> at 7 p.m. The Arizona State Sun Devils will play the Texas Longhorns in the Holiday Bowl on Thursday, December 27<sup>th</sup> at 5 p.m. Both games will take place at Qualcomm Stadium, 9449 Friars Road, Mission Valley.

### **About RAYTEL**

RAYTEL Corporation offers advanced Bluetooth-enabled communication devices that provide drivers with hands-free communications, multimedia and entertainment accessibility in their vehicles for enhanced safety, convenience and enjoyment. Combining more than 65 years of expertise, RAYTEL is the American distribution partner of Funkwerk Dabendorf (FwD), a wholly owned subsidiary of Funkwerk AG, a German public company and one of the leading manufacturers of mobile communication systems in Europe. For more information about San Diego-based RAYTEL, visit [www.egohandsfree.com](http://www.egohandsfree.com).

###

### **Media Contact:**

Courtney Berg  
BERKMAN  
619.231.9977 (office)  
305.773.6592 (mobile)  
[courtney@berkmanpr.com](mailto:courtney@berkmanpr.com)

**RAYTEL**

RAYTEL Corporation - 8820 Kenamar Drive, Suite 506 - San Diego, CA 92121  
[www.egohandsfree.com](http://www.egohandsfree.com)