

FOR IMMEDIATE RELEASE

September 7, 2016

**RETURN TO VINYL: ROCK 'N' ROLLA™
PORTABLE BRIEFCASE TURNTABLES
ARRIVE AT RETAIL OUTLETS IN OCTOBER**

**Go Anywhere, Attractively-Priced Record Players
Make Perfect Complement to Vinyl Sales Surge**

"Back to the future, a retro look with today's technology"

Rock 'N' Rolla™, the ultimate in Portable Briefcase Turntables, will be available from retailers and online outlets beginning in early October. With sales of vinyl recordings currently at a 28 year high according to *Fortune Magazine*, eye-catching, attractively-priced portable record players will be appealing gift items for the holiday selling season.

The Rock 'N' Rolla is being brought to market by a partnership between long-time record company executive Marshall Blonstein, president of Camarillo-based Audio Fidelity/Morada Music, and Jonathan "JK" Kendrick, Chairman of the ROK Group of companies, the UK wireless pioneer whose Rok Mobile is the first wireless provider in the country to offer mobile and music services together for one price.

Available in three models each with added features, all Rock 'N' Rolla models have an AC power cord and USB, SD, AUX, iOS, Android and mp3 capabilities. **Rock 'N' Rolla Jr** the smallest unit, features three speed playback (33/45/78) with selectable automatic stop function, two high quality full range dynamic speakers, headphone and external speaker outputs, USB encoding to record and backup vinyl directly to a memory stick and three input options for connecting digital devices. It comes in four high fashion colors-red, black, white and teal blue-and retails for a suggested \$69.99.



Rock 'N' Rolla Jr comes in four high fashion colors

Rock 'N' Rolla Premium has all the same features of the Jr, plus a rechargeable lithium battery pack, and Bluetooth and four inputs for connecting digital devices, instead of three. With the addition of the battery, this unit becomes the most versatile for any entertainment scenario, from beach to dorm room to road trip. It comes in white with red straps and handle or in either hot pink, teal or black with white straps and handle, and it retails for a suggested \$99.99.

The top of the line **Rock 'N' Rolla XL** again contains all the basic features with an added hidden CD player resulting in this model weighing more than the other two versions. It has an LCD display and comes in black, white, cream or red and retails for a suggested \$149.99. All models come with a 12-month warranty.

The top of the line **Rock N Rolla XL** again contains all the basic features plus an added hidden CD player. It has an LCD display and comes in black, white, cream or red and retails for a suggested \$149.99. All models come with a 12-month warranty.



Rock 'N' Rolla Premium comes with a rechargeable battery pack



Rock 'N' Rolla XL comes with a hidden CD player

Fueled by the allure of superior sound quality coupled with the nostalgia of real art work you can hold in your hands, vinyl records sales were up 32% last year alone. As recently as 2005, the vinyl market was considered essentially dead, but now new vinyl product can be found in major chains across the country, among them Target, Barnes & Noble and even Urban Outfitters. This interest in vinyl product covers a broad range of demographics, from the baby boomers who grew up with the format and continue to buy it to the millennials who are just now discovering both new and vintage albums on vinyl.

"With the continuing growth of vinyl, the Rock 'N' Rolla is a natural partner," explains Marshall Blonstein, "especially because we have the ability, through our record label Audio Fidelity, to bundle our vinyl pressings with the Rock N Rolla. This allows us to offer our vinyl and the perfect portable record player as a matched set."



Retro Look at an Attractive Price

ROCK 'N' ROLLA™ PORTABLE BRIEFCASE VINYL TURNTABLE SPECS:

ROCK 'N' ROLLA JR

Portable Briefcase Turntable / USB / SD / AUX / iOS / ANDROID / MP3
Temperature tested belt drive for maximum reliability under heavy use
Superior quality, durable motor providing accurate playing speed
Three speed playback (33/45/78) with selectable automatic stop function
Diamond tipped needle for improved sound quality and care for vinyl
Two high quality full range dynamic speakers
3.5mm headphone output
RCA output for external amplifier or active speaker
USB encoding to record and backup your vinyl directly to memory stick
Super suspension technology for smooth perfect playback
Three input options to connect your digital devices
Product Weight 7.2LBS/3.3KG
Product Dimensions 13.8"x10.2"x4.3"
12 Month Warranty
MSRP \$69.99

ROCK 'N' ROLLA PREMIUM

Portable Briefcase Turntable / BLUETOOTH / USB / SD / AUX / iOS / ANDROID / MP3
Rechargeable Lithium battery / Mains powered
Temperature tested belt drive for maximum reliability under heavy use
Superior quality, durable motor providing accurate playing speed
Three speed playback (33/45/78) with selectable automatic stop function
Diamond tipped needle for improved sound quality and care for vinyl
Two high quality full range dynamic speakers
3.5mm headphone output

RCA output for external amplifier or active speaker
USB encoding to record and backup your vinyl directly to memory stick
Super suspension technology for smooth perfect playback
Four input options to connect your digital device
Product Weight 7.7LBS/3.5KG
Product Dimensions 13.8"x10.2"x4.3"
12 Month Warranty
MSRP \$99.99

ROCK 'N' ROLLA XL

Portable Briefcase Turntable / HIDDEN CD PLAYER / BLUETOOTH / USB / SD / AUX /
iOS / ANDROID / MP3

Temperature tested belt drive for maximum reliability under heavy use
Superior quality, durable motor providing accurate playing speed
Three speed playback (33/45/78) with selectable automatic stop function
Diamond tipped needle for improved sound quality and care for vinyl
CD player supports CD/CDR/CDRW
Super stylish balanced stylus head
Two high quality full range dynamic speakers
RCA output for external amplifier or active speaker
USB encoding to record and backup your vinyl directly to memory stick
Super suspension technology for smooth perfect playback
Quality cloth covered platter for vinyl protection
Three input options to connect your digital devices
LCD display
Product Weight 15LBS/6.8KG
Product Dimensions 18.5"x15.3"x9.4"
12 Month Warranty
MSRP \$149.99

Visit: www.myrocknrolla.com

**For further media information, contact:
Sharon Weisz, W3 Public Relations
w3pr@yahoo.com 323-934-2700
www.w3publicrelations.com**