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January 10, 2009

Technology

**A \$10.99 Travel Tool You Didn't Know You Needed**

Posted by Hannah Clark Steiman at 3:43 PM

Sending a journalist dozens of emails, it turns out, is a pretty successful marketing strategy. The company that makes the Earbud Yo-Yo sent me more emails than practically any other company at CES (except you, Iomega.) I didn't even bother writing the information down, but when I saw Earbud Yo-Yo's booth out of the corner of my eye I figured I'd stop by.

For the last three days, my earbuds have been stuffed into a pocket of my purse, getting caught on pens, my cell phone, business cards, and everything else. Turns out an Earbud Yo-Yo was just what I needed to get organized. Take a look at the video below; you can buy one at [www.covington-creations.com](http://www.covington-creations.com). (The translucent ones cost \$10.99 and the patterned ones cost \$15.99.)



2 Comments

Posted by: Nick at January 11, 2009 5:10 PM

Fabulous! I wish they were built into my laptop!

Posted by: Rick Bobigian at January 15, 2009 12:56 PM

Great gadget. I have one and it works well. I have it on my iPod or in the side pocket of my carry case. Use it and forget about it.

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