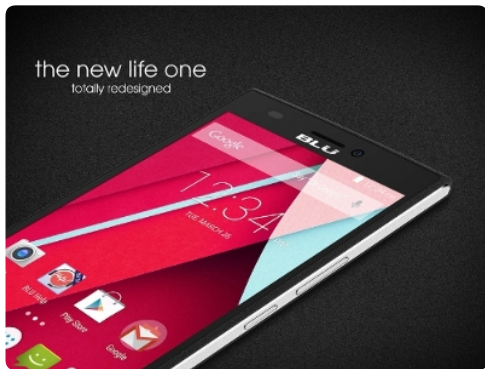


BLU Products Introduces New Life Series Devices -- Life One (2015 Edition) and Life 8 XL, with Unbelievable Pre-Sale Discounts Available Exclusively At Amazon.com



Life One



MIAMI, June 10, 2015 /PRNewswire/ -- BLU Products, one of the fastest growing mobile phone manufacturers in the world announced the Life One (2015 Edition) and Life 8 XL as new additions to the BLU LIFE series of smartphone devices delivering stunning design and premium build quality with flagship performance. The latest BLU Life Series devices will be available unlocked exclusively at Amazon.com with extraordinary introductory pricing discounts for customers who purchase online during the Amazon exclusive 9 day pre-sale. Both devices will ship to customers immediately following the conclusion of the pre-sale.

The Pre-sale for BLU Life One will start June 10th through June 19th where initial buyers will be able to purchase the device for just \$99.00, which is a \$50 rebate from the regular MSRP of \$149.00.

Customers who wish to purchase the BLU Life One can visit the following link:

<http://www.amazon.com/dp/B00YR23W1G> (<http://www.amazon.com/dp/B00YR23W1G>)

The Pre-sale for BLU Life 8 XL will follow, starting June 22nd until June 30th, with a price of just \$79.00, which is a \$50 rebate from the regular MSRP of \$129.00

Customers who wish to purchase the BLU Life 8 XL can visit the following link:

<http://www.amazon.com/dp/B00YAKR56S> (<http://www.amazon.com/dp/B00YAKR56S>)

"We are committed to providing the best value in the mobile industry with an opportunity to purchase our latest state of the art devices for unbelievable introductory prices considering the technology and hardware," said Samuel Ohev-Zion, CEO of BLU Products. "We are especially excited with the improved performance, design and user experience which our new Life Series devices deliver, and want as many users to try them as possible."

BLU Life One (2015 Edition)

Designed with the idea that a smartphone can combine natural element and material, the new BLU Life One references the natural beauty of the elements around us, stone and metal were the inspirations for the texture and feeling. Totally redesigned and better in every way than before, the result is a surface of soft feeling stone combined with the sleek design of CNC-milled aluminum to achieve an elegant and stunning design.

The Life One has also improved in every way when it comes to performance. Powered by a 64-Bit Qualcomm Snapdragon 410 Processor that is designed to provide blazing 4G-LTE speeds, high performance capability, and long lasting battery efficiency. There is also improved performance and quality on cameras, including faster autofocus and clearer images, with a front facing 5.0 mega pixel front camera, and 13 mega pixel autofocus on the back with a Sony IMX135 sensor, 8GB expandable memory and 1GB RAM.

The Display includes a brighter than before 5-inch HD display for the New Life One, protected by Corning Gorilla Glass 3, shipping at launch with Android v4.4 KitKat and upgradable to v5.0 Lollipop in July.

Learn More: <http://www.bluproducts.com/index.php/life-one-life-one-xl>

(<http://www.bluproducts.com/index.php/life-one-life-one-xl>)

BLU LIFE 8 XL

With a stunning design and advanced hardware, the Life 8 XL has the features you desire in a smartphone, as the second generation to the previous Life 8, featuring true Octa-core mobile processing, which is powered by the MT6592 chipset from MediaTek with advanced eight-core application processing and industry-leading multimedia capabilities. The design for the Life 8 XL delivers on the latest in modern design with a unique slim design (7.7mm), plus young energetic color options, setting itself apart as an option for chic fashion and trendsetters.

Built inside the Life 8 XL is a 5.5-inch HD display with 268 ppi, utilizing full lamination, IPS, and OGS technologies with an incredible color reproduction, brightness and quality for a perfect viewing experience. Camera options include an 8.0 mega pixel main camera plus 2 mega pixel front facing camera. The LIFE 8 XL's

memory configuration includes 8GB built in storage plus 1GB RAM, with an expandable Micro SD slot of up to 64GB. Additional features include Dual SIM Dual Active technology for multiple SIM card support.

Learn More: <http://www.bluproducts.com/index.php/life-8-x> (<http://www.bluproducts.com/index.php/life-8-x>)

Detailed Specifications:

BLU Life One (2015 Edition)

GENERAL	Model Name	BLU Life One (2015 Edition)
	2G Network	GSM 850 / 900 / 1800 / 1900 - SIM 1 & SIM 2
	3G Network	HSDPA 850 / 1700 / 1900 /2100
		Cat 4 LTE 700/1700/2600
	SIM	Dual SIM (Micro-SIM)
Body	Dimensions	143.5 x 72.1 x 7.5 mm
	Weight	120g
DISPLAY	Type	IPS capacitive touchscreen, 16M colors
	Size	720 x 1280 pixels, 5.0 inches (~294 ppi pixel density)
	Multitouch	Yes
	Alert types	Vibration; MP3, WAV ringtones
SOUND	Loudspeaker	Yes
	3.5mm jack	Yes
	Card slot	micro SD, up to 64GB
MEMORY	Internal	8 GB, 1 GB RAM
	GPRS	Yes
DATA	EDGE	Yes
	Speed	Cat 4 LTE 150Mbps DL, 50Mbps UL, HSDPA, 42 Mbps; HSUPA, 5.76 Mbps
	WLAN	Wi-Fi 802.11 b/g/n, Wi-Fi hotspot
	Bluetooth	v4.0
	USB	micro USB v2.0
	Primary	13.0 megapixel, autofocus with LED Flash, (1.12mm pixel size, 1/3.06 inch sensor, 0.5mm aperture), HD 1080p@30fps video recording
	Secondary	5 MP
	OS	Android OS, v4.4.2 (KitKat), upgradable to v5.0 (Lollipop)
FEATURES	Chipset	Qualcomm 8916 Snapdragon 410
	CPU	Quad-core 1.2 GHz with 64 bit architecture.
	GPU	Mali-450
	Sensors	Accelerometer, Proximity, Light
	Messaging	SMS (threaded view), MMS, Email, Push Email, IM
	Browser	HTML5
	Radio	FM Radio
	GPS	Yes, with A-GPS
	Colors	Sandstone Grey
		- SNS integration
		- MP3/WAV/eAAC+/WMA player

		- MP4/H.264/H.263/WMV player
		- Document viewer
		- Video/photo editor
		- Voice memo/dial/commands
		- Predictive text input
BATTERY		Li-Ion 2820 mAh battery
	Stand-by	Up to 700 h (2G) / Up to 650 h (3G)
	Talk time	Up to 26 h (2G) / Up to 15 h (3G)

BLU Life 8 XL

GENERAL	Model Name	BLU Life 8 XL
	2G Network	GSM 850 / 900 / 1800 / 1900 - SIM 1 & SIM 2
	3G Network	HSDPA 850 / 1700 / 1900 - L290U
		HSDPA 850 / 1900 / 2100 - L290L
	SIM	Dual SIM (Micro-SIM)
BODY	Dimensions	155 x 74.8 x 7.7mm
	Weight	172g
DISPLAY	Type	IPS capacitive touchscreen, 16M colors
	Size	720 x 1280 pixels, 5.5 inches (~268 ppi pixel density)
	Multitouch	Yes
	Alert types	Vibration; MP3, WAV ringtones
SOUND	Loudspeaker	Yes
	3.5mm jack	Yes
	Card slot	microSD, up to 64GB
MEMORY	Internal	8 GB, 1 GB RAM
	GPRS	Yes
DATA	EDGE	Yes
	Speed	HSDPA, 21 Mbps; HSUPA, 5.76 Mbps
	WLAN	Wi-Fi 802.11 b/g/n, Wi-Fi hotspot
	Bluetooth	v4.0
	USB	micro USB v2.0
	Primary	8 MP, 3264 x 2448 pixels, autofocus, LED flash
CAMERA	Video	1080p@30fps
	Secondary	2 MP
	OS	Android OS, v4.4.2 (KitKat), upgradable to v5.0 (Lollipop)
FEATURES	Chipset	MediaTek 6592M
	CPU	Octa-core 1.4 GHz Cortex-A7
	GPU	Mali-450
	Sensors	Accelerometer, Proximity, Light
	Messaging	SMS (threaded view), MMS, Email, Push Email, IM
	Browser	HTML5
	Radio	FM Radio

	GPS	Yes, with A-GPS
	Colors	Black, Orange, Pink, White, Yellow
		- SNS integration
		- MP3/WAV/eAAC+/WMA player
		- MP4/H.264/H.263/WMV player
		- Document viewer
		- Video/photo editor
		- Voice memo/dial/commands
		- Predictive text input
BATTERY		Li-Ion 2920 mAh battery
	Stand-by	Up to 900h
	Talk time	Up to 30 h (2G) / Up to 18 h (3G)

About BLU Products

BLU Products, founded in 2009, designs and manufacturers affordable, attractive and innovative mobile devices to suit a wide variety of consumer needs. Headquartered in Miami, Florida, BLU is pioneering the advancement of the prepaid and no-contract revolution by providing a vast portfolio of advanced, unlocked mobile phones to thousands of dealer agents, MVNO's, and large retailers throughout the United States and Latin America.

Learn More:

www.bluproducts.com (<http://www.bluproducts.com/>)

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