



FOR IMMEDIATE RELEASE

**AURALEX CONTINUES ITS GREEN INITIATIVES
BY INTRODUCING ECOTECH ACOUSTICAL PANELS
AT AES 2008**

SAN FRANCISCO, CA, SEPTEMBER 25, 2008 – Auralex Acoustics, Inc., the industry leader in innovative sound control solutions, continues its leadership in creating environmentally friendly products with the introduction of EcoTech, the company's first green acoustical panel, at this year's AES show (Booth 301). Earlier this year, the company announced the first green acoustical foam product on the market, Eco-Friendly StudioFoam.

EcoTech brand acoustic panels are manufactured with a proprietary formulation of 100% recycled polyester fibers. EcoTech panels are truly "green"; reducing the ecological footprint of acoustic treatment and our dependence on fossil fuels, including foreign crude oil. The EcoTech family of products are designed with the environment in mind, yet retain the longevity and acoustical properties for which Auralex is known. Auralex EcoTech is manufactured without harmful Chlorofluorocarbons (CFC's), which have been implicated in the depletion of the ozone layer.

The new EcoTech acoustical panels are available in the same great color choices and cuts as the company's original acoustical panels. There is no increase in cost to either the dealer or consumer. The new offering meets and exceeds the quality of product and testing data (acoustical and fire) that the professional consumer demands.

"The introduction of Auralex's EcoTech is the next step in our ongoing initiative to become a more earth-conscious company by refining our products and practices," says Dave Paxton, director of operations at Auralex Acoustics. "Alongside our eco-friendly approach in manufacturing, Auralex is proud to do its part in conserving our resources by printing collateral materials on recycled paper and by using recycled materials for the shipment of our products."

(more)

About Auralex Acoustics, Inc.

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide top-performing acoustical treatment products at the best value. Since then, thousands of satisfied Auralex customers have experienced improved acoustics, expert advice and exceptional customer service. Auralex products enjoy widespread use among prominent artists, producers, engineers, corporations, celebrities and government agencies.

Auralex Acoustics has become the industry leader in innovative sound control solutions and continues to enjoy rapid growth through an international network of authorized dealers. Visit the Auralex web page at www.auralex.com. Auralex can be reached via email at auralexinfo@auralex.com or by calling 1.800.959.3343.

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