



BREAKING NEWS

AURALEX ACOUSTICS INTRODUCES FIRST TO MARKET ECO-FRIENDLY STUDIOFOAM®

INDIANAOLIS, IN - JANUARY 30, 2008 - Auralex Acoustics, Inc., the industry leader in innovative sound control solutions, introduces the first “green” acoustical foam product on the market, Eco-Friendly StudioFoam®.

StudioFoam brand products now include soy components, reducing petroleum-based chemical usage by up to 60% and lessening dependence on fossil fuels, including foreign crude oil. This greener formula helps reduce global warming emissions, yet retains the longevity and acoustical properties that Auralex is known for.

Auralex StudioFoam is manufactured without harmful Chlorofluorocarbons (CFC's), which have been implicated in the depletion of the ozone layer. In making the conversion over to the new Soy-based hybrid formula, these products now boast an improved performance and durability over conventional petroleum-based foams.

“Green initiatives are no longer reserved for environmentalists, consumers as a whole are moving towards ecologically-friendly life-styles and products,” says Dave Paxton, director of operations at Auralex Acoustics. “Auralex is proud to be doing its part in conserving the environment and reducing global warming and our dependence on fossil fuels. Auralex will continue to create products that are beneficial to the audio industry as well as those that are conducive to our environment.”

The new Eco-Friendly StudioFoam is available in the same great color choices and cuts as the original. 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.

About Auralex Acoustics, Inc.

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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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