



FOR IMMEDIATE RELEASE

**AURALEX BOOSTS UP HOME THEATERS WITH
NEW DESIGN SERIES AT CEDIA 2008**

DENVER, CO, JULY 24, 2008 – Auralex Acoustics, the industry leader in innovative sound control solutions, is helping users give a boost to their home theaters and multi-purpose rooms with its new **Home Design (HD) Series acoustical products**. Auralex's HD Series functions as a highly decorative room décor system that combines Auralex's unsurpassed acoustical qualities with a unique aesthetic approach. The complete line of Auralex's HD Series includes SonoSuede HD, SubDude HD, SpeakerDudes HD, SonoFlat HD Systems and Acoustical Drop HD, which will also be on display at CEDIA 2008 (Booth 630).

“As Auralex expands its reach in the consumer electronics market, we continue to expand our product lines as well, to appeal to the home theater enthusiast,” says Dave Paxton, director of operations for Auralex Acoustics. “Our new HD Series is the perfect product for any home theater or home studio, as it functions as a world-class acoustical treatment while offering exceptional design and décor options.”

SonoSuede HD is a fabric-covered absorption panel designed to reduce slap and flutter echoes. Modeled after Auralex's SonoSuede HT and Pro Systems, SonoSuede HD offers two unique packages (1212 and 1218) giving users the ability to mix and match style, size and color. The system's unique mounting blocks provide superior acoustic and exceptional aesthetic benefits.

SubDude HD is a highly effective device that floats a subwoofer or speaker to yield nearly total acoustic isolation by effectively reducing secondary resonances. Subwoofers create low frequencies that can be felt in the form of vibrations on both the floor and nearby objects, which is referred to as secondary resonance.

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By decoupling your subwoofer (separating the connection between the speaker and the floor), the result is a cleaner response in the low frequency range.

SpeakerDude HD provides isolation for speakers by decoupling speakers from the surface in which they rest upon. This results in a more pure, accurate tone. The SpeakerDude HD wedge allows users to tilt the speaker to listening angles of 4° and -4°. SpeakerDude HD is not restricted to just speakers, but can isolate any delicate audio electronics such as CD burners, laptops and turntables.

SonoFlat HD System is now available in 1'X1'X2' panels and in standard charcoal, purple and burgundy colors. The SonoFlat HD System can reduce reflections and reverberation, while offering a unique, sophisticated look for a cost-effective acoustical solution. SonoFlat HD Systems can be used as a stand-alone acoustical treatment or can be used to enhance other Auralex products.

Acoustical Drop HD can easily be installed into new and existing drop and suspending ceiling grids, and is ideal for upgrading in-room sound quality by controlling ambient noise and reducing noise transmission. The fabric-faced acoustical panels, which are available in standard ceiling grid sizes (23.875" x 23.875"x 1" and 23.875"x 47.875"x 1"), can be customized in terms of size and thickness to meet any project's requirements.

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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