



**FOR IMMEDIATE RELEASE**

**AURALEX SIGNS PICTURE PERFECT AGREEMENT  
WITH HALLMARK LICENSING**

***~ New SonicPrint Artistic Acoustical Panels to Benefit  
from Large Image Library ~***

**DENVER, CO, SEPTEMBER 9, 2008** – Auralex Acoustics, the industry leader in innovative sound control solutions, announced its collaboration with **Hallmark Licensing** at this year's CEDIA show, opening the door to Hallmarks' six million licensed images to be used on Auralex's newest custom-printed acoustical panel line of products, **SonicPrint**.

"Auralex Acoustics is taking acoustical treatments to the next level through our collaboration with Hallmark Licensing for our new SonicPrint artistic acoustical panel products," says Tim Martin, director of sales and marketing for Auralex. "Our customers have told us they want not only great acoustics, but want more design options to express their style as well. With the help of Hallmark Licensing, we have made a giant leap forward in meeting our customer's expectations."

This picture perfect agreement also allows Auralex to work directly with Hallmark's design team, which can provide additional services such as custom cropped images, etc, to be tailored specifically to Auralex's new line of acoustical panels. For added customer convenience, Hallmark's licensed images, including both artwork and photography, will be available on Auralex's Web site at [www.auralex.com/sonicprint](http://www.auralex.com/sonicprint).

"Hallmark Licensing is eager to begin working on this program, as this new agreement with Auralex Acoustics is the perfect marriage between our companies," says John Oliveros, licensing director at Hallmark Licensing. "This is a great way to bring our extensive library of images into the homes of America and beyond."

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SonicPrint artistic acoustical panels are first-to-market, custom-printed ProPanels that are designed as artwork by blending unparalleled design and style options for any room, while incorporating the company's acoustically proven technology of its ProPanel product line.

For the home theater enthusiast, this exclusive offer opens the door to numerous home theater décor options, as the acoustical panels are camouflaged under the design of the customer's choice. Users are no longer limited to single color fabric choices, and can now outfit any space with paintings and drawings of any kind. Auralex is also currently negotiating several licensed properties to provide additional graphic options.

Auralex ELiTE ProPanels are designed to reduce unwanted room reflections, slap and flutter echoes and provide a more pleasing and accurate listening environment. ELiTE ProPanels have a fiberglass core with chemically-hardened edges. From stock 2'x2'x1" and 2'x4'x1" panels perfect for small room environments, to custom 4'x8'x2" panels enabling full-frequency control of large spaces, ELiTE ProPanels provide professional, aesthetically-pleasing acoustic treatment in any facility. All ProPanels meet the Class A fire rating per ASTM E84, use in areas with strict fire codes. Standard wall-mounting hardware is included with all orders for easy installation.

Custom ProPanels allow virtually unlimited options regarding acoustic panel design. Custom ProPanels are available in any size up to 5'x10' with a thickness of either 3/4", 1", 2" or 4". Beyond standard rectangular panels, custom shapes, corners or edging can be created for a truly unique and stunning product.

### **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.

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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](http://www.auralex.com). Auralex can be reached via email at [auralexinfo@auralex.com](mailto:auralexinfo@auralex.com) or by calling 1.800.959.3343.

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