



**FOR IMMEDIATE RELEASE**

**AURALEX ACOUSTICS MAKES AN APPEARANCE  
IN AMERICAN EXPRESS' NEW PLUM CARD COMMERCIAL**

**INDIANAPOLIS, IN, SEPTEMBER 18, 2008** – Auralex Acoustics' SpaceArray™ Diffusor makes a guest appearance in American Express' recent Plum Card Commercial featuring MusicDirect, a Chicago-based seller of audiophile products, including vinyl, record players and a wide-range of high-end audio equipment. The company is also a loyal dealer of Auralex Acoustics offering its consumers the company's full line of acoustical treatments.

The commercial features a tour of MusicDirect's facilities, highlighting its best-selling products, including the SpaceArray, amongst others. The full commercial is available on YouTube at <http://www.youtube.com/watch?v=7el3frLu32Q>.

**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](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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