



BREAKING NEWS

AURALEX ACOUSTICS INTRODUCES REVOLUTIONARY NEW CONCEPT IN SOUND CONTROL AT CEDIA 2008

Innovative Custom-Printed Acoustic Panels Make Industry Debut

DENVER, CO, SEPTEMBER 4, 2008 – Auralex Acoustics, the industry leader in innovative sound control solutions, is breaking new ground by launching a gallery of custom-printed acoustical panels at this year's CEDIA show (Booth 630). **Auralex Acoustics is exclusively the first to market SonicPrint**, its custom-printed ProPanels featuring "*The Art of Sound*" theme which blends unlimited design and style options for any room with the company's acoustically proven technology of its ProPanel product line.

SonicPrint custom-printed ProPanels are fabric-covered acoustic absorptive panels designed as artwork. For the home theater enthusiast, this exclusive offering 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.

"SonicPrint was the next natural step for Auralex," says Tim Martin, director of sales and marketing for Auralex Acoustics. "We recognized a void in the home theater and home recording markets, as acoustical treatments were limited to single color fabrics. Home décor and aesthetically pleasing environments are important to our customers and now, with the launch of SonicPrint, Auralex offers the best of both worlds, a high-quality acoustical panel with nearly limitless style and design 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

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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.

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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