



FOR IMMEDIATE RELEASE

**AURALEX GETS PERSONAL
WITH ITS SONICPRINT PROPANELS**

~ Photos and Logos Can Be Printed on Custom Acoustic Treatments ~

INDIANAPOLIS, IN, OCTOBER 21, 2008 – Auralex Acoustics, the industry leader in innovative sound control solutions, is allowing its dealers and customers to get personal with its **SonicPrint ProPanels**. Users can now download digital personal photography and/or corporate logos to the company's website to be printed directly onto Auralex's exclusive, first-to-market custom-printed, artistic ProPanels.

Auralex Acoustics' new dedicated micro-site, www.auralex.com/sonicprint, is an online portal and direct way for dealers to place orders for the company's SonicPrint custom ProPanels. Users can upload their own personal photography, corporate logos or other custom images to be printed on the SonicPrint acoustical panels. The site offers Auralex's entire library of images and design options available for SonicPrint. The gallery is divided into several categories for easy browsing and convenient ordering. Categories include artistic/textures, aquatic/animals, children, cultural, flowers/nature, food/beverage, historic/vintage, humor, independent artists, performing arts, motivational, movies, music, scenic and sports. As an added value, the site features Auralex's noted Free Room Analysis Form, an installation guide and design and application ideas.

"With the introduction of SonicPrint we realized an immediate need to improve our web presence," says Tim Martin, director of sales and marketing for Auralex Acoustics. "This new micro-site is designed with the customer in mind; providing easy, user-friendly access to our extensive image gallery as well as a convenient place to upload digital images of any kind. In addition to our image gallery, customers will find a wealth of information on the science of acoustics, installation tips and much more. SonicPrint is a revolutionary new product that

(more)

opens the door to truly custom treatment solutions for any critical listening environment.”

SonicPrint custom-printed, artistic ProPanels are fabric-covered acoustic absorptive panels designed as artwork. For the home theater and recording enthusiast, this exclusive offering opens the door to numerous 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, drawings and photography of any kind. Auralex is 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.

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

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