



FOR IMMEDIATE RELEASE

**AURALEX ACOUSTICS INTRODUCES REVOLUTIONARY
NEW CONCEPT IN SOUND CONTROL AT WINTER NAMM 2009**

~ Innovative Custom-Printed Artistic Acoustic Panels Make Industry Debut ~

ANAHEIM, CA, JANUARY 5, 2009 – 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 Winter NAMM show (Booth 6794, Hall A). **Auralex Acoustics is exclusively the first to market SonicPrint**, its custom-printed, artistic 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, artistic ProPanels are fabric-covered acoustic absorptive panels designed as artwork. For the 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 and drawings of any kind. SonicPrint is also available for Auralex's ELiTE Custom Fabric System (CFS), a full-room treatment approach that blends an engineered acoustical environment with an elegant finished appearance.

In recent weeks, Auralex has signed numerous licensing agreements to expand its offering of high impact brands and images including Hallmark Licensing, Inc., Studio Canal and several independent artists, ranging from local to national painters and sketchers to photographers.

"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 recording and home theater 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

(more)

AURALEX ACOUSTICS INTRODUCES REVOLUTIONARY NEW CONCEPT IN SOUND CONTROL AT WINTER NAMM 2009/PAGE 2

the best of both worlds, a high-quality acoustical panel with nearly limitless style and design options.”

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.

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, used 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.

Auralex's ELiTE Custom Fabric System (ELiTE-CFS) is a full-room treatment approach that blends an engineered acoustical environment with an elegant finished appearance. Auralex's ELiTE Custom Fabric System is a proprietary, fully-engineered acoustical treatment system that utilizes a patented retention

(more)

AURALEX ACOUSTICS INTRODUCES REVOLUTIONARY NEW CONCEPT IN SOUND CONTROL AT WINTER NAMM 2009//PAGE 3

channel and custom installation process. The treatments include a combination of absorption, diffusion, reflection, and bass trapping, with all the acoustical materials hidden behind the system's smooth stretched-fabric surface.

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 site at www.auralex.com. Auralex can be reached via email at auralexinfo@auralex.com or by calling 1.800.959.3343.