



FOR IMMEDIATE RELEASE

AURALEX'S FOUNDER NAMED TO IUPUI'S MUSIC INDUSTRY ADVISORY BOARD

INDIANAPOLIS, IN, MAY 19, 2009 — Eric Smith, founder and president of Auralex Acoustics, Inc. has been asked to serve on the Department of Music and Arts Technology Music Industry Advisory Board, part of the highly regarded Purdue University Department of Engineering, at Indiana University-Purdue University Indianapolis (IUPUI). Smith will serve as an Advisory Board member for three years, where he will provide valuable insight as a leader in the music industry and will help bridge the gap between industry and academia.

"It is an honor to be nominated to serve on the University's Music Industry Advisory Board," says Smith. "As an active member of the community, I am proud to serve on the board of a growing university like IUPUI and be given the opportunity to better educate students on acoustics and the music industry in general."

In his role as an advisory board member, Smith will contribute to the strategic planning and assessment of undergraduate programs for the Department of Music and Arts Technology, appraising the competency level of the department's graduates, determining adequate facilities, laboratories and equipment and assisting in securing external support for the school.

"We are thrilled to have Eric Smith serve on our board," says Fred J. Rees, department chair at IUPUI. "As president of a local manufacturer, we believe that Eric will help to forge collaborative relationships between education and industry in Indiana. This is key to retaining technical talent, while contributing to the economic development and health of the music industry."

Auralex Acoustics, Inc. was founded by Smith in 1977 on the premise that quality products alone wouldn't suffice, but that excellent customer service would enable the company to succeed. More than three decades later, Auralex Acoustics continues to not only offer best-in-class products, but also the technical analysis

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that is required in order to tailor specific acoustical treatments to a given project or space.

Smith remains active as the president of Auralex, and also prides himself on his philanthropic and green-living initiatives, both inside and outside the company. Smith and his wife Julie are long-time supporters of local and national animal-welfare organizations, and are the founders of two federally licensed animal charities, a coalition and a nonprofit spay/neuter clinic.

An advocate of education, Smith has also guest lectured at high schools and colleges on the subjects of broadcasting, acoustics and business throughout the Indianapolis area and beyond.

IUPUI is Indiana's premier urban university, with 20 schools and academic units which grant degrees in more than 200 programs from both Indiana University and Purdue University. Its location, within blocks of downtown Indianapolis, facilitates advancement of research and teaching, and presents unique opportunities for internships, partnerships, community engagement and more. IUPUI enrolls more than 30,000 students representing all 50 states and 122 countries.

About Auralex Acoustics, Inc.

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide top-performing acoustical treatments at affordable prices. Since then, thousands of satisfied Auralex customers around the world 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.

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