



**FOR IMMEDIATE RELEASE**

**AURALEX ANNOUNCES NEW LINE OF MERCHANDISERS  
FOR SPEAKER ISOLATION PRODUCTS**

*~ Eye-Catching Packaging Displays Take A Stand in Retail Environments ~*

**INDIANAPOLIS, IN, MAY 21, 2009** — In an effort to expand the visibility of some of its popular product lines, Auralex has announced the rollout of a new line of merchandisers designed to enhance visibility within its retail environment while providing essential, easy-to-read information about each product. The merchandisers are targeted to Auralex's established MI retail channels such as Guitar Center and Sam Ash Music as well as through its home theater equipment outlets for such lines as its GRAMMA (Gig and Recording, Amp and Monitor, Modulation Attenuator), SpeakerDudes HD Speaker Isolation Platform and SubDude HD Subwoofer Isolation Platform.

"We wanted to create an appealing platform, at the point of purchase, to draw attention to our line of speaker isolation products," says Dave Paxton, director of operations for Auralex. "Very often the last item on the list for a hot band buying that must-have guitar amplifier, the home studio entrepreneur finishing his mix console or homeowner installing the perfect home theater system is controlling the acoustic environment of the stage or room where the speakers will live. We believe that our new sales platforms will create the visual excitement necessary to generate interest in this vital component of a successful stage, studio or home installation."

The new GRAMMA display features a rigid cardboard floor pedestal design rendered with Auralex's signature purple background, as used in its logo. The GRAMMA display presents a banner picture of the product with an additional application picture of a guitar amplifier resting on a GRAMMA delivering the visual suggestion of how the product is used. The pedestal offers a generous bin space for the packaged product and the entire display offers an easy to read description of the benefits of a GRAMMA isolation pad when used with a guitar and bass amplifiers, sub woofers and stage monitors.

*(more)*

## AURALEX ANNOUNCES NEW LINE OF MERCHANDISERS FOR SPEAKER ISOLATION PRODUCTS/PAGE 2

The SubDude HD Subwoofer Isolation Platform Home Design display presents a banner picture of a SubDude isolation pad with an additional application picture of a home theater subwoofer nesting on the product, again visually suggesting how the product would benefit a home theater installation. As with the GRAMMA display, the pedestal offers a generous bin space for the packaged SubDude product and the entire display offers verbiage describing the benefits of employing isolation technology with a home theater speaker system. Additionally, an "ASK for a Demo" sign color coded to match both the pedestal displays gives a thumbnail description of the each product.

A spinner display is included in the new merchandiser program that features a banner at the top showing a picture of SpeakerDudes HD Speaker Isolation Platform Home Design with a platform displaying an actual sample of the product. A revolving carousel of hanging packaged product is just below the banner, while a lower cascade on the spinner features the SubDude HD product. The spinner offers a complete solution for surround sound home theater installations.

### **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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