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AURALEX'S CUSTOM FABRIC SYSTEM GIVES PEPPERMILL CASINO'S NEWEST NIGHT CLUB AN 'EDGE'

RENO, NV, JUNE 23, 2009 — As casinos continue to raise the stakes in order to keep up with the latest trends of high-profile nightclubs, Peppermill Casino's newest venue, Edge, installed **Auralex's ELiTE Custom Fabric System** to ensure that the sound quality within the club was top-notch.

The new construction at Edge was designed from the ground up. The dance floor area features high ceilings and solid surfaces. Controlling the sound in this space was very important for audio quality and keeping the overall volume under control. Auralex's ELiTE Custom Fabric System allowed the casino to completely cover all four sides of the dance floor's high ceiling walls.

"Installation time was critical on this project; this was an extremely fast-paced job," says Aaron Lines, project manager at Peppermill Casinos, Inc. "Auralex was able to install the treatments in just a couple of days and at a great price."

The ceiling was also treated with some strategically placed stock Auralex ProPanels, as the lighting system covered most of the ceiling and the aesthetics were not as critical.

"The main project hurdles were to eliminate the look of panels on the walls and to complete the job before the Grand Opening," says Matthew Call, Auralex's custom install manager. "The Custom Fabric System was the perfect solution as the stretched fabric eliminated the panel look and all the raw materials were shipped directly to the casino with the fabrication completed on-site, allowing us to meet the casino's tight schedule."

Other equipment installed in the club includes EAW club series speakers with Lab.gruppen amplifiers around the main dance floor, Klein + Hummel active monitors in the lounge area system, and a custom, high definition video system

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that's prevalent throughout the club, displaying 'seductive art' video produced exclusively by Peppermill's own in-house video production staff.

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 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.

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