



## **FOR IMMEDIATE RELEASE**

### **Ricky Z. and Auralex at the White House**

**Indianapolis, IN, October 28, 2009** – Auralex was honored when Ricky Z., guitarist, composer and producer asked us to ship a Great GRAMMA isolation riser for his appearance on the PBS program “In Performance at the White House: Fiesta Latina.” The October 13 program, which celebrated Hispanic musical heritage featured artists such as Marc Anthony, Gloria Estefan, Thalía, Los Lobos, and Jose Feliciano.

According to Ricky (whose credits include performances with Lauryn Hill, Josh Groban, Michael Buble, and Steve Lukather), the GRAMMA was “perfect (as usual), especially considering the close proximity of all those instruments (drums, bass, and percussion).” Ricky relies on the Auralex Great GRAMMA when playing live and working in the studio to enable his amplifiers to sound much more consistent from one venue to the next.

As part of Auralex’s ISO Series™ of Instant Sound Optimizers, the Great GRAMMA is specifically engineered to reduce coloration from floor or stage resonance by decoupling an amplifier, stage monitor or other loudspeaker from the structure, resulting in a tighter, more focused sound for studio or stage. The Great GRAMMA can help you achieve sound fit for a king (or the President of the United States of America)!

Stages and flooring structures generally sympathetically vibrate (resonate) with the cabinet of the loudspeaker in use. The GRAMMA and Great GRAMMA Isolation Platforms help minimize structure-borne sound transmission, lending more of the natural sound of the amplifier and instrument. GRAMMA and Great GRAMMA Isolation Platforms have been in use on stage with many luminaries of the music world such as Eric Clapton, Joe Bonamassa, Johnny A., and many more.

### **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](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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