

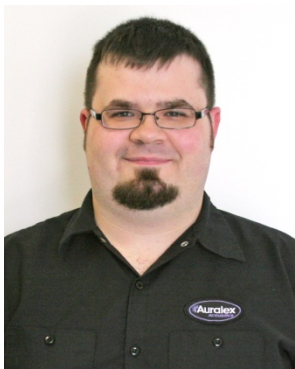


FOR IMMEDIATE RELEASE

Auralex Steps Up the Game

Auralex adds power trio to team, boosting service and support

INDIANAPOLIS, IN, April 20, 2010 – Auralex Acoustics, Inc. is proud to announce the addition of three new Application Specialists to assist with product support and Personalized Room Analysis. Filling these positions are Paul Miller, Ryan Gibbons and Amy Claire. All three have diverse and extensive backgrounds in the music industry that will serve as additional strengths at Auralex.



Karen Richardson, Director of Sales, said “We believe all three of the new Application Specialists will bring fresh ideas inspired by their own experiences to Auralex. The addition of these highly qualified employees will help us strengthen our customer service and provide improved response time for our customers. We are happy to welcome them to the sales team.”

Paul Miller graduated with a degree in Music Technology and Digital Media from Ball State University. His experience in music retail began at Sound of Music in Kokomo, IN, where he was an associate and assistant engineer for sound system and video projector installs for clubs, churches and schools throughout central Indiana. He is also a sound designer and vintage synth enthusiast.

Ryan Gibbons comes to us from Sam Ash Pro Audio in Indianapolis, where he was the Technology/Recording Manager. He has been a touring musician for more than five years, and



was selected to play guitar and ukulele on Aimee Allen’s first major label release: *A Little Happiness*. He frequently plays shows in the area and is a session musician.



Amy Claire is a May 2010 graduate from Anderson University with a BA in Music Business. Claire also received the NAMM President’s Innovative Award at the January 2010 Convention. She interned at Auralex during the spring semester, beginning her



training in acoustics and Auralex products and assisting the Art Department with creation of marketing materials.

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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