



FOR IMMEDIATE RELEASE

**AURALEX SUBDUDE™ AN ESSENTIAL COMPONENT OF
ABERCROMBIE & FITCH AUDIO INSTALLATIONS**

Indianapolis, IN, September 7, 2006—Essential Communications, a premier provider of audio and video systems for retail stores, hotels, restaurants and other commercial and residential environments, has found an ideal solution in the new SubDude™ isolation platform from Auralex Acoustics, the industry leader in innovative sound control solutions.

Essential Communications founder David Schwartz is incorporating the SubDude in high-end audio installations at a multitude of Abercrombie & Fitch retail stores. The SubDude, says Schwartz, works perfectly in decoupling speakers—particularly subwoofers—from cabinets and other surfaces.

“We’ve been using the Auralex GRAMMA for other installations, and it’s worked very well,” says Schwartz of the “Gig and Recording, Amp and Monitor, Modulation Attenuator,” an existing and extremely effective device for floating an amp or loudspeaker. “But we found that the SubDude is just the right size for these 12x12, cubed Tannoy subwoofers that we use. It really serves the purpose and makes it very easy to implement, rather than having to create our own solution for every installation. We wanted something that was easy to implement, and the SubDude is easy because it comes from the factory ready to use.”

Made of MDF and structural acoustic foam specifically designed to provide rigidity and stability with sufficient strength to support a load of up to 200 pounds, the SubDude platform severs the direct mechanical connection with the room floor. Such isolation allows the sound to emanate directly from the subwoofer or speaker, enabling listeners to hear more of the sound being passed through the air and less being passed through the floor.

(more)

AURALEX SUBDUDE™ ESSENTIAL TO A&F AUDIO INSTALLATIONS/TWO

“The SubDude was designed primarily for residential use, particularly home theater, but as demonstrated by Essential Communications, it is viable in diverse environments,” says Tracy Chandler, director of sales and marketing for Auralex Acoustics. “It’s still a music-focused application, but obviously not restricted to residential home theater. The SubDude is an effective, economical acoustical treatment that provides a purity of tone that has to be heard to be believed.”

About Auralex Acoustics

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide the best acoustical treatment products at the best value. Since then, thousands of satisfied Auralex customers have experienced improved acoustics, solid advice and exceptional customer service. Auralex products enjoy widespread use among many prominent artists, producers, engineers and corporations.

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.auralexelite.com. Auralex can be reached via email at eliteinfo@auralex.com or by calling 1.800.95WEDGE.

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