



**FOR IMMEDIATE RELEASE**

**AURALEX BOOSTS CANADIAN PRESENCE**

*Selects Pacific Island Audio as Canadian Representative*

**INDIANAPOLIS, IN, August 1, 2006**--Auralex Acoustics, Inc., the industry leader in innovative sound control solutions, has announced that Pacific Island Audio will handle the company's representation in Canada.

"Auralex products are very well-known in Canada," says Ron Sluzar of Pacific Island Audio. "We look forward to representing their fine products here in Canada since they enjoy widespread use among a diverse group of artists, producers, engineers and corporations alike."

A veteran musician who studied music at Grant McEwan College in the late 1970s, Sluzar founded Pacific Island Audio in January of last year as the Canadian representative for speaker manufacturer Event Electronics. Pacific Island also handles Eventide's premium effects processors and software plug-ins as well as Millennia Media, makers of hand-crafted mike preamps and compressors.

Prior to starting his own company, Sluzar worked in music sales for Canada's largest music retail chain, Long & McQuade Music, in Edmonton, Alberta during the mid-1980s. In the early 1990's, Sluzar worked for Alessis Studio Electronics in Santa Monica, CA, as the Canadian Sales Manager along with then-Eastern Sales Representative Andy Cherna. Together, they ran the Canadian sales operation for more than seven years.

Sluzar hired Cherna in June of this year as the Auralex representative for Eastern Canada.

*(more)*

**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 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 1.800.95WEDGE.

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