



FOR IMMEDIATE RELEASE

**AURALEX ACOUSTICS INTRODUCES
SONOSUEDE SYSTEM AT WINTER NAMM 2007**

Anaheim, CA, January 18, 2007 — Auralex Acoustics, the industry leader in innovative sound control solutions, introduces the SonoSuede System at Winter NAMM, (Hall C, Booth# 4295). A highly decorative and complete do-it-yourself room treatment system designed for professional and home recording studios, as well as home theater applications, the SonoSuede System's distinctive design is a cost-effective solution that tames first reflections and low frequency anomalies. Additionally, the system's unique mounting blocks provide superior acoustic and exceptional aesthetic benefits.

The SonoSuede System — consisting of the HT and Pro models — offers greater diversity and benefits while presenting a wider multitude of decorative options. The SonoSuede Pro System features four 16"x48"x2" thick back-beveled panels predominantly used for corner trapping, and eight 16"x48"x1" rectangular-shaped back-bevelled panels for a total of 64 square feet. The SonoSuede HT System consists of four 16"x48"x2" thick back-beveled panels and eight trapezoidal-shaped square-edge panels 16"x48"x1", for a total of 54 square feet.

"The SonoSuede System provides a cost-effective solution that will satisfy professionals and hobbyists alike," says Tracy Chandler, director of sales and marketing for Auralex Acoustics. "We have been able to meet the demands of professional-level acoustics for optimal sound recording, while catering to the evolving audio and video home theatre market with this unique multifunctional SonoSuede System. Its synthetic suede fabric provides the acoustical transparency and visual allure that are critical in today's professional studios and home theater applications."

(more)

Priced at \$1,399 suggested retail, \$1,199 MAP, either SonoSuede System is available in the following stock color combinations: black/red and black/tan. Other color combinations are available as custom orders.

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

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