



FOR IMMEDIATE RELEASE

AURALEX ACOUSTICS INTRODUCES STUDIOFOAM SMARTPAK

INDIANAPOLIS, IN, JUNE 18, 2007 - Auralex Acoustics, the industry leader in innovative sound control solutions, introduces **Studiofoam® SmartPak™**, a sleek and cost-efficient packaging solution offering greater consumer flexibility for optimized sound control.

Auralex Acoustics' Studiofoam SmartPak's are available in several combinations, including 2" and 4" packages consisting of Studiofoam Wedges or Pyramids as well as a pack of LENRD® (Low-End Node Reduction Device) Bass Traps. The **2" Studiofoam SmartPak** totals 48 square feet with 12 wedge or pyramid 2'x2' panels per pack. The **4" Studiofoam SmartPak** totals 24 square feet with 6 2'x2' panels packaged together, and the **LENRD SmartPak** includes 4 bass traps. All SmartPak's are available in charcoal, purple and burgundy. Alternate colors and alternate sizes, such as 1" and 3" products, are available via special order in standard packaging. The Performance Series of Roominator Kits are also available using SmartPak technology, including the Project 2, the Pro Plus and the Deluxe Plus Kits.

"Our new SmartPak offers consumers the added convenience of improved portability and increased in-store product availability," says Tracy Chandler, director of sales and marketing for Auralex Acoustics. "The products are vacuum-packed for smaller and more convenient packaging, yet the foam returns to 100% of its original shape due to the advanced packaging technology employed. This enhanced packaging is completed without permanent compression to the foam cell structure or without any negative affect on the acoustic and fire-retardant properties."

Auralex's **2" Studiofoam Wedges** are the company's most popular absorber, are easy to install and appeal to the do-it-yourselfer. Both the 2" Studiofoam Wedges and Auralex's **2" Studiofoam Pyramids** are used to treat small- to medium-sized areas, including vocal and ISO booths, control rooms and sound studios. They effectively eradicate standing waves and flutter echoes and, when used in conjunction with Auralex's LENRD Bass Traps, can tame the full frequency bandwidth in virtually any room.

Auralex Acoustics' **4" Studiofoam Wedges** and **4" Studiofoam Pyramids** are recommended for medium to large areas like concert halls, gymnasiums and churches — rooms with pronounced low frequency problems or where sonic accuracy is mandatory and maximum acoustic absorption is required (e.g. voiceover or drum booths, forensic audio labs and mastering rooms). 4" acoustic Studiofoam Wedges provide 3X the low-end control of 2" and can effectively tame even the worst sonic anomalies. In some instances, using 4" Studiofoam can lessen the need for significant dedicated bass trapping.

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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