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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### ATK SCORES WITH JBL VERTEC® AT SUPER BOWL XL

NORTHRIDGE, CALIFORNIA, February 3, 2006 — ATK/Audiotek (Burbank, CA) is providing a complete concert sound reinforcement package for the Sprint Super Bowl XL Halftime Show, to be televised live from Detroit's Ford Field, February 5th on ABC at 6 p.m. EST. The Rolling Stones, currently touring the world with veteran sound mixer Dave Natale, will headline the halftime extravaganza. ATK is using their custom-designed cart system to provide full-range concert sound to the large stadium audience. "This year has become the most challenging Super Bowl that ATK has ever been a part of, and JBL's VERTEC® VT4889 has enabled us to meet the challenge," noted ATK President Mike Stahl. "It is the perfect loudspeaker for this production: lightweight, precise, and powerful."

ATK/Audiotek is supplying an audio production crew of 38 for the 12-minute production, produced by Don Mischer Productions, will feature three songs and will be seen by more than 100 million viewers. The sound crew, along with 55 volunteers to move the ATK carts, has a scant 5 minutes to get this rapid-deployment system onto the football field, connected and operating. "Reasons for this year's event being highly challenging are that the half-time show is going totally live, and there are significant sideline space constraints at Detroit's Ford Field," explained Scott Harmala, ATK's Vice President of Engineering. "ATK's cart system, each loaded with five JBL VERTEC VT4889's, was our only viable choice. This combination gives us a very high-performance yet lightweight concert-level sound system that is easily deployed and struck within the time we are allotted."

As a world-renowned rental sound vendor, ATK has been providing audio services for the Super Bowl games since 1998. This is the company's ninth year of providing professional service for the global event. "It's gratifying to see one of the industry's most respected audio rental firms using JBL products on such a demanding project," noted David Scheirman, Vice President, Tour Sound for JBL Professional. "The world's greatest rock & roll band, the most important game in spectator sports, and the specialized skills of ATK/Audiotek have all teamed up to create a broadcast spectacular not to be missed."



For Super Bowl XL, ATK/Audiotek is using their custom-designed cart system, loaded with JBL VERTEC loudspeakers, to provide full-range concert sound for the Rolling Stones.

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ATK can be contacted at (818) 845-8484 or through the company's website, [www.atkcorp.com](http://www.atkcorp.com)

**About JBL Professional:**

Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. Celebrating its 60th Anniversary in 2006, JBL Professional is the proud recipient of the 2005 Technical GRAMMY® award. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Professional website at [www.jblpro.com](http://www.jblpro.com).

**About The Harman Pro Group:**

Headquartered in Northridge, California, the Harman Pro Group is part of Harman International Industries, Incorporated ([www.harman.com](http://www.harman.com)), a leading manufacturer of high-quality, high fidelity audio products and infotainment systems for the automotive, home and professional markets. The Company's stock is traded on the New York Stock Exchange under the symbol: HAR. Harman Pro Group companies include AKG Acoustics, BSS Audio, dbx, Crown International, JBL Professional, Lexicon, Soundcraft, and Studer.

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