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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### NEW JBL VERTEC® SYSTEM FOR AUDIO EXCELLENCE LIVES UP TO BILLING

NORTHRIDGE, CA, November 23, 2004 — Further reinforcing the JBL VERTEC® line's reputation for unmatched convenience and professional-quality sound, Albuquerque, New Mexico-based sound company Audio Excellence recently purchased a brand-new VERTEC line array rig. In existence since January 2003, Audio Excellence has quickly established itself as a leading regional rental sound company, serving events ranging from political gatherings and corporate events to festivals and arena concerts.

When choosing a line array system, Audio Excellence found plenty of reasons to decide on VERTEC. "Its just the best all-round system. We looked at other line arrays but nothing comes close if you look at the whole picture: rigging, weight, price, sound, rider acceptability, and overall return on investment," said Steve Poulton, President/CEO for Audio Excellence.

As a company covering a variety of events in New Mexico and beyond, there is a strong need for a versatile, flexible sound system. "Like any company we have to get a return on our gear to make it worthwhile. The VERTEC line can be used for so many different applications, and large systems can be quickly rigged by only two people, so labor can be reduced," Poulton said.

According to Lewis, Audio Excellence is already reaping the benefits of using the VERTEC system. "We have yet for any client to say it wasn't fantastic!" Poulton added. "Many of our clients are now coming to us because we have the VERTEC rig, or once we have taken it out, the promoter will be asking for VERTEC on their next show."

"Although Audio Excellence is a relatively new company, and just beginning to



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implement line array technology this season, the firm is already living up to their name through logistical efficiency and production professionalism," said David Scheirman, Director of Tour Sound for JBL Professional. "This dedicated commitment to high performance and customer satisfaction is evidenced by their purchase of the VERTEC system, and is consistent with JBL's company philosophy as well."

Audio Excellence is based in Albuquerque, New Mexico, and can be reached at 505-306-9055 or [www.audioexcellence4u.com](http://www.audioexcellence4u.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. 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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