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NEWS RELEASE

FOR IMMEDIATE RELEASE

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JBL PROFESSIONAL NAMES PERRY CELIA DIRECTOR OF SALES, EASTERN REGION

NORTHRIDGE, CALIFORNIA, August 13, 2004 – Extending the depth of its sales executive pool and reinforcing the reach of its territories, JBL Professional today named proven industry veteran Perry Celia to the position of Director of Sales, Eastern Region. Effective immediately, Celia will be responsible for managing all JBL Professional sales activities in the Eastern United States and the Caribbean.

“Having Perry Celia join the JBL Professional sales team will be a tremendous advantage to our channel partners and customers in the Eastern region,” said Tom Weber, Vice President of Sales, JBL Professional, to whom Celia reports. “Perry’s proven capacity to understand and address the needs of customers, integrators, retailers and reps will enable JBL Professional to communicate more clearly with each constituent group and will better equip us to serve those needs.”

Before joining JBL Professional, Celia was Vice President and Principal for Sound Marketing West, an independent, Southern California-based rep firm that represented JBL Professional among other leading brands. In his new position, Celia will lead all sales activity in the East and will manage six Harman Professional rep firms for the JBL Professional product line.

“Having served as a JBL Professional rep for several years, I know well how the products, the people and the commitment to excellence extends to each vertical and geographic market that JBL Professional serves,” said Celia, “I am very pleased to have the opportunity to represent this company and this great brand and I look forward to working with our extended JBL Professional family to grow the business and serve our customers.”

JBL Professional is on an aggressive growth path as its VERTEC® Series of Line Arrays continues to be popular in the touring and installation market. The JBL LSR Series is also gaining momentum in the recording studio market as its revolutionary application of room tuning technology gains acceptance.

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.

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