



JBL Professional
8500 Balboa Blvd.
Northridge, CA 91329
Phone: 818-894-8850
Fax: 818-830-1220
www.jblpro.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

Travis McGee, Griffin Public Relations & Marketing

Phone: (212) 481-3456 Ext 24 email: tmcgee@griffinpr.com

For text and photo files go to the JBL Press Room at: <http://www.jblpro.com/pressroom>

ATK AUDIOTEK PROVIDES CHAMPIONSHIP AUDIO AT SUPER BOWL XLI WITH JBL VERTEC® LINE ARRAYS

NORTHRIDGE, CALIFORNIA, March 30, 2007 — Demonstrating the versatility and exceptional pattern control of JBL Professional's VERTEC® line array loudspeakers, ATK Audiotek of Burbank, CA deployed a live sound reinforcement system for the Halftime Show at Super Bowl XLI, held in Dolphins Stadium in Miami, FL on February 4, 2007. Rock and Roll Hall of Fame member Prince performed live at the Halftime Show for this year's championship football game, which was broadcast to one billion people in more than 230 countries.

ATK deployed its custom-designed cart system, which can be quickly set up and removed from the field in a matter of minutes, for the Halftime Show. The carts each included five JBL VERTEC VT4889 full-size line array elements, providing high output in a lightweight package. "We had less than five minutes to have the system up and running between the end of the first half and the return from commercial break," said Scott Harmala, ATK's Vice President of Engineering. "VERTEC has served us well in the past for the same event because of their flexibility and power, and they performed exceptionally well this year."

Super Bowl XLI marked the 10th year in which ATK Audiotek has provided audio services for the Super Bowl, beginning with Super Bowl XXXII in 1998. "We pride ourselves on our ability to provide top-quality audio in any application, regardless of the challenges involved," Harmala added. "This is not possible without the employment of the very best technology in the industry, which is why we have come to rely on VERTEC in some of the world's most-watched events, including the Super Bowl."

"ATK Audiotek's use of VERTEC line arrays for Prince's performance at the Super Bowl XLI Halftime Show demonstrates a unique, effective solution for presenting one of the biggest names in live music entertainment to one of the world's largest audiences," said David Scheirman, Vice President, Tour Sound, JBL Professional. "As evidenced by the event's success, ATK and JBL Professional continue to lead the way as providers of innovative, practical technologies in their respective fields."



ATK Audiotek used its custom-designed cart system, loaded with JBL VERTEC line array loudspeakers, to provide concert sound for the Halftime Show at Super Bowl XLI.

ATK Audiotek can be contacted at (661) 705-3700 or through the company's website, www.atkaudiotek.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.

About The Harman Pro Group:

Headquartered in Northridge, California, the Harman Pro Group is part of Harman International Industries, Incorporated (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.

###