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NEWS RELEASE

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JBL PROFESSIONAL ANNOUNCES NEW SFi LINE FOR INSTALLATION APPLICATIONS

NORTHRIDGE, CA – June 17, 2003 – Recognizing the market’s need for reliable installed sound speakers at inexpensive price points, JBL Professional has announced the introduction of SoundFactor Install (SFi) speakers. Building on the quality of the SoundFactor product line, JBL has developed installation versions of two models, creating the SF12Mi and the SF15i.

The SF12Mi and SF15i have the same value and great performance as their ground-bound counterparts. Three M10, threaded suspension points have been added to each model, and the speakers are supplied with three forged, shouldered eyebolts. Both models have two suspension points on top and the SF15i has a pullback point on the lower rear panel, while the shape of the SF12Mi dictates that the pullback point be moved to the bottom panel. The handles, pole mount socket and feet have been removed to give a clean, uncluttered appearance.

“We’ve all seen speaker installations in which portable products were suspended using the ‘dog-chain-through-the-handle’ rigging method – a technique JBL strongly discourages,” stated Gerry Tschetter, Director of MI Marketing for JBL Professional.

“We wanted to create a product that delivers quality performance at an equivalent price point, but with a much safer suspension method. SFi achieves this goal.”

Available in June 2003, SFi models are applicable for clubs, lounges, houses of worship and educational institutions.

**The new SFi speaker models:
SF12Mi (left) and
SF15i (right)**



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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 Pro website at www.jblpro.com.

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