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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### AUDIO QUALITY FOR WEST COAST FAIRS GETS UP TO SPEEDA SOUND WITH JBL VERTEC® SYSTEMS

NORTHRIDGE, CALIFORNIA, September 16, 2004 – With the 2004 Fair season in full swing, Fresno, CA-based Speeda Sound is once again a major West Coast supplier of sound systems in this market. The company has furthered its established reputation with the addition of new JBL VERTEC® line array systems. Speeda Sound president Mike King explained that over the years, the company has responded time and again with technology upgrades to meet the increased demands of state, regional and county fairs for high-quality sound to serve live performances.

Major fairs for which Speeda Sound handles audio responsibilities include the Alameda County Fair (June 25-July 11), and the Orange County Fair in Costa Mesa, which took place July 9-August 1. With the popularity of these fairs continually on the rise (drawing higher-profile performers in the process), the expectation of fair managers and entertainment directors for better live sound has risen accordingly. As an example, attendance at the 2004 Orange County Fair, for which Speeda Sound handles the grandstand shows, was up 9.3 % compared to last year with over 960,000 persons in attendance. “In our 30 years of business, we’ve made a point of staying on the cutting edge of the latest demands of the entertainment world,” King noted. “We’ve been able to stay on top by providing complete audio production packages for fairs and festivals that need a higher level of service.”

According to King, when it came time to select a new speaker system, JBL’s VERTEC line arrays outshone the competition. “We looked at lots of speakers and found that VERTEC could be used safely,” he said. “Because of the lightweight enclosures, we can hang the speakers from ground-



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support lifts while opening up sightlines. JBL's VERTEC line allows us to physically downsize the audio package while increasing the audio coverage at the same time."

Other fairs covered by Speeda Sound this season include the California State Fair, California Mid-State Fair, the Temecula Festival, the San Mateo County Fair and the Big Fresno Fair. "We're pleased to be working closely with the West Coast's leader on the fair circuit," said David Scheirman, Director of Tour Sound for JBL Professional. "Each fair exposes many touring artists to a given sound system, and more importantly, to the rental company that sets up and operates it. We're pleased and honored that Mike and Larry King and the entire technical staff at Speeda Sound have committed to a major investment in JBL VERTEC. Through the efforts of firms like Speeda, we expect to see a continued recognition of VERTEC as the line array system of choice in situations requiring premium-grade concert sound with minimal setup time."

Speeda Sound can be reached at 559-275-7197.

#### **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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