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NEWS RELEASE

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BTV SYSTEMS INSTALLS JBL SMS1 SYSTEM IN RETAIL OPERATION

NORTHRIDGE, CA – OCTOBER 5, 2002 – Business Television Video (BTV) Systems Inc. of Walled Lake, Michigan specializes in the design, sales and installation of state of the art audio and video systems for a number of retail, restaurant, corporate and entertainment clients throughout the United States. For their small retail and restaurant customers, BTV has discovered the SMS1 Soundzone Music System from JBL Professional. BTV was recently contacted by Fossil to recommend and install the sound systems in some of their accessory stores. Their requirements were for a low-cost/low-power sound system that is easy to use and designed for stores of 2000-2500 square feet. They specifically asked for a system that did not require racks for amplifiers and controllers.

Courtney Crighton of BTV proposed the SMS1, which consists of four 5” satellite speakers and one subwoofer. The innovative subwoofer is housed in a compact enclosure that also includes the power amplifiers for all speakers and controls for volume, paging and other functions. All the customer sees are the small 5” speakers, as the subwoofer is easily concealed.

“There are several reasons why the SMS1 system is ideal for small retail stores and restaurants. Most importantly, it offers full-range sound in a very compact system. Also, the SMS1 is very uncomplicated, making it easy for employees to run,” stated Crighton. “The SMS1 has also proven to be very cost effective for our customers. From a construction standpoint, it is also very quick and easy to install.”

One of the first Fossil stores to receive the system was at the Woodlands Mall in Grand Rapids, Michigan. The four satellite speakers were installed in four corners just below the ceiling. The subwoofer was placed inside a storage/display cabinet that resembles a sixty’s style television, to make it totally invisible to the store’s customers.

Business Television Video Systems is a leader in business-to-business audio and video solutions, for design, sales, installation and service. Specializing in retail, restaurant, corporate and entertainment markets, other BTV customers include Target, Blockbuster Video, TGI Fridays, Chili's, General Motors, Chrysler, and Detroit's Comerica Park and Ford Field.

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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SMS1-SAT Satellite Speaker in the far corner of Fossil. The store has four of these compact speakers in similar positions.