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## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### CINEMA TRAILER AVAILABLE FROM JBL PROFESSIONAL

LAS VEGAS, NEVADA – MARCH 5, 2002 – Theatre owners know how important quality sound is during a performance. Good sound can transport the moviegoer right into the film. With this in mind, JBL Professional has produced a visually exciting and sonically dramatic cinema trailer. In addition to letting the audience know they are listening to a JBL loudspeaker system, the trailer gives a theatre the opportunity to showcase their audio system with a brief preview of the phenomenal sound the audience is about to experience during the movie.

The 20-second trailer features a custom soundtrack created for JBL by Soundelux in Hollywood and was mixed at the Vine Street Studios. This trailer features both Dolby Digital EX and DTS soundtracks and is specifically designed to let the audience know that your theatre offers the latest in JBL Professional Cinema sound system technology. The visuals transport the theatre patron from the auditorium to behind the screen, exposing the JBL screen loudspeakers. Sound explodes from the screen into and across the auditorium through the surround loudspeakers.

The JBL trailer is now available to all theatres with a JBL sound system. For information on how to obtain the trailer, please contact Lyn Dean, Cinema Sales Representative at JBL Professional, telephone (818) 895-3406.

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](http://www.jblpro.com).

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