News Release

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SOUTHERN SOUND SYSTEMS USE MIDAS® & ELECTRO-VOICE® AT SUPERBOWL EVENT FEATURING SAMMY HAGAR

Houston, TX (February 27, 2004): Houston based Southern Sound Systems provided sound reinforcement for the Coors Light Super Bash, a five-night run of rock n' roll shows on three stages ending on Superbowl Sunday night. The partying peaked on the night before game day at a sold-out show featuring Country superstar Toby Keith, Texan legend Willie Nelson, Red Rocker Sammy Hagar, Chad Smith of the Red Hot Chili Peppers, Darryl McDaniels (DMC) and Motor City Madman Ted Nugent. Southern Sound System's Terry Gobert described how EV and Midas helped make the shows a sonic success:

"This was the largest event outside of the Superbowl itself. It all took place in a 32,000 square-foot climate controlled tent in downtown Houston. Primary FoH console for the main acts was a Midas Heritage 2000, with a Midas Heritage 3000 on monitors. Processing was done in the EV RL series remote control amplifiers, which made a huge, huge, difference. The various engineers raved about these amps; the response was tremendous across the board. We had a laptop at FoH running IRIS 1.0 software, with which you can monitor just about every parameter on each amplifier. This combination constitutes a fantastic level of convenience and control. We had a lot of people comment on the sound too, especially the super-smooth compression. It seems the harder you drive these amps, the better the rig sounds. For EQ we used the Klark Teknik DN9340 Helix, with a slave unit for the front fills. We used the EV X^{lc} 127+ in arrays of 8 per side, with 6 X^{lc} 118 subs per side. We drove the highs through the P1200RL amps and the P3000RL amps on the lows and mids, using a total of about 30 units."

Gobert continued: "EV's Director of Special Projects Monte Wise worked with us throughout the process of making this event such a success. He was a real lifesaver at what is a particularly busy time of year for us. We have Mardi Gras coming up, along with several other large seasonal events in Louisiana, all of which were being planned at the same time as the Superbowl event was happening. A lot of our gear was already committed. I told Monte we needed a few extra 127+ boxes and subs for this event, which was obviously huge for us. Monte arranged for us to use various units from the EV demo X^{lc} rig for this gig, along with the extra amplifiers we needed. EV isn't just the manufacturer – they're real team players in this sense – they walk the walk when it comes to customer support. They shipped out what we needed and we integrated it into our system. Simple. We got the

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support we needed at short notice, allowing us to deliver top quality sound with the best gear available. This kind of cooperation has also strengthened our bond with other with other Telex/EV users in this region. We work with Gulf Coast Sound (Rayne, LA) and LD Systems here in Houston, pooling our equipment to create a resource of both high quality gear and expertise."

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