News Release

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PRO AUDIO LEGEND, JIM LONG, HONORED FOR 40 YEARS OF EMPLOYMENT, SERVICE, AND COMMITMENT TO ELECTRO-VOICE® BY TELEX PRO AUDIO GROUP

Jim Long Recognized for 40-Year Commitment to Electro-Voice and the Entire Professional Audio Industry

BURNSVILLE, MN (October 31, 2003): Every year, like most professional audio manufacturers, Telex Pro Audio Group hosts a National Sales Meeting to introduce new products, educate its field representatives, and generate enthusiasm. And, as is typical with these events, awards are given: “Rep Firm of the Year”, “Most Outstanding Sales,” etc. Such was the case again, as a group of over 200 reps and Telex Pro Audio Group employees gathered to congratulate these outstanding achievements on the evening of Sunday, October 19th. However, this year Telex Pro Audio Group had special reason to celebrate, as Jim Long, Senior Sales Support Engineer, commemorated 40 years of employment with Electro-Voice in June of 2003.

Jim Long Pictured with Custom EV Hi-fi System
(Notice the EV wall clock, EV watch, EV ring, Electro-Voice Sweatshirt)

Jim Long first came to Electro-Voice in Buchanan, Michigan, in June of 1963, while pursuing a BSEE at Purdue University, West Lafayette, Indiana.

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Jim was employed as a summer engineering technician in the phono cartridge lab. Later, he worked in the company's microphone laboratory and received his first opportunity to observe the work with one of the key EV historical figures, Lou Burroughs, sometimes referred to as EV's "Mr. Microphone." Jim left EV in the fall of 1964 to pursue an MBA at Northwestern University, Chicago, Illinois.

Jim returned to EV engineering in 1966 and has been a fulltime employee ever since. He soon found himself involved in editing and writing copy for new microphone products. He met and learned from Dr. C.P. "Paul" Boner, the founder of modern sound-reinforcement-system equalization and one highly critical of most microphones of the day. Recognized for his exceptional communication skills, Jim was soon involved in EV sales meetings introducing new products. When the product-management position in EV's commercial sound division opened up in the late 1960s, Jim jumped at the chance to move into marketing. He was "in the thick of it" when EV entered the professional sound reinforcement market in the early 1970s with the development of the first "constant directivity" horns and optimally vented low-frequency systems based on the analyses of Australian researchers A.N. Thiele and R.H. Small.

Since that time, Jim Long has held a number of positions in EV marketing and sales, including product and marketing management, advertising, marketing services, director of marketing, and director, strategic projects. Currently he is senior sales support engineer, and very much enjoys introducing and demonstrating EV professional loudspeakers to customers and consultants around the world.

Words from Jim Long's Associates

Mathias von Heydekampf, President of the Pro Audio Group remarked: "I admire Jim Long's passion for educating customers and industry peers at Telex Academies all around the world – from the U.S. Midwest to Indonesia and Japan. Jim's knowledge of audio is unsurpassed and his enthusiasm for carrying it to the public is unparalleled."

Mike Webb, Telex Pro Audio Group Director of Sales, Installed Sound: "In my early days of contracting I remember the first call to Electro-Voice in 1984. It was Jim Long who answered the phone and was patient with my questions. He helped me so much that I commenced to purchase EV products. During the years that followed I thought of Jim as an industry icon with unsurpassed ability to explain audio to anyone at any level of expertise. Since my employ with this company I have had the pleasure to know Jim personally. He has become a great friend. He is a true friend, gentleman, and diplomat for Electro-Voice."

Thomas Hansen, Vice President, Sales, Telex Pro Audio Group: "Jim Long personifies the integrity of the Electro-Voice brand. He is also one of those industry experts that commands the respect and admiration of his peers. We are proud to honor Jim's commitment to Electro-Voice and the whole audio industry. We are proud to work aside him."

Electro-Voice co-founder Al Kahn, age 97, in a phone conversation on October 31, 2003, had this to say about Jim Long: "One day Jim came into my office and said that while he liked and respected his co-workers in engineering, he really wanted to work in marketing because he likes working closely with people. I told him, 'well, it's good to know what you like, and we'll see what we can do.' I then spoke with the marketing manager and we brought Jim into marketing. What I most remember from that conversation in my office that day, however, are his parting words. Jim turned to me and said: 'Al, what I really want you to do is to keep your eye on me.' I liked that. And I did keep my eye on him. Jim Long always did a

great job, whatever his position was, and he was an outstanding employee. I know it's the same today."

"I really wasn't prepared for the effect the award ceremony had on me – it was very heart-warming", remarks Jim Long. "I was honored by the kind words of my peers and associates, the company's gifts of the customized EV watch, EV leather jacket, EV wall clock, and inscribed gold ring."

Regarding his 40 years' experience with Electro-Voice, Jim remarks: "My 40 years have certainly given me the perspective to see the company through many stages, and it's been wonderful to be about the company to see those things happen. I was able to be with the company and in the industry at a time when constant directivity (CD) horns were hatched. It was certainly exciting to be around when certain landmark products were developed – the Sx300, etc. So, for many of us who first came to the professional audio industry out of a love for the products, music, and all things audio, it's been a wonderful experience.

Jim continues: "I think, however, the real high point of my career has been the chance to work with great people. I was fortunate to have been mentored by some of the key figures in the industry and these people, my supervisors and role models, were really unselfish. In turn, as I grew in the industry, one of the real pleasures was my chance to mentor a few special individuals. I believe in the importance of personal contact. I've had the chance work with thousands of customers, see their eyes light up, to experience that acknowledgement of 'yes, I understand', and then watch purchase orders stream in. This philosophy of working with people on a personal level has allowed for the company to exist and grow. I think of all the people I've worked with, the associates who have become friends, and I think, 'Wow, I've had a great experience with this company, and the whole time each day has been different and rewarding in its own way.'"

On parting, Jim remarks: "I'd like to thank Electro-Voice, the founders Lou Burroughs and Al Kahn for the opportunity and mentorship they gave me, and the support and cooperation of all the people I've had a chance to work with over the years. I consider myself very lucky...For me, I cannot imagine a career any different than what mine has been."

For full details on Electro-Voice and all Telex Pro Audio Group products and brands, please visit www.electrovoice.com and www.telex.com.

Telex Communications, Inc., is a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more

than 80 countries under the brands EV®, Telex®, RTS™, Dynacord®, Midas®, Klark Teknik®, and others.

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