News Release

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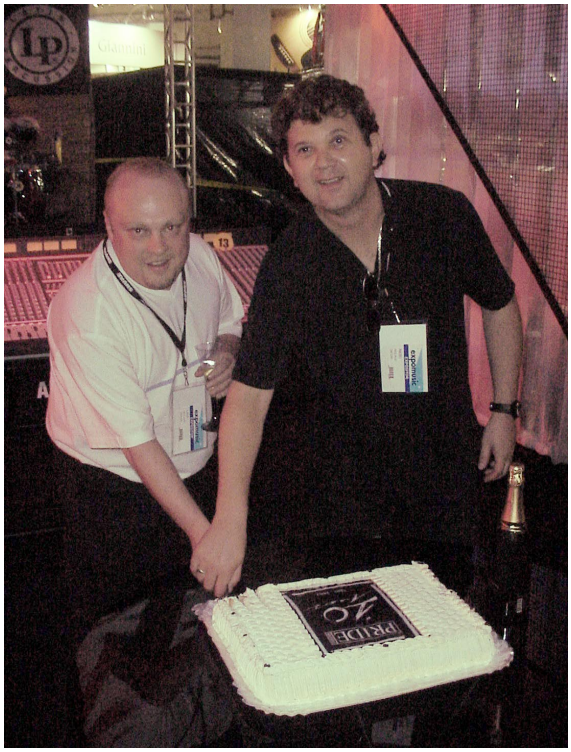
Electro-Voice® Expomusic Music Trade Fair 2002– An Absolute Success in São Paulo, Brazil

São Paulo, Brazil (October 30, 2002): Over 43,000 people – from musicians to dealers to music lovers – attended the 19th Expomusic – *Feira Internacional da Música, International Music Fair*, held at Expo Center Norte, a large convention center in the northern part of São Paulo, Brazil from September 25th through September 29th, 2002.

Confirming tradition and its leading position in the Brazilian market, Pride Music (exclusive Electro-Voice distributor for Brazil) took the opportunity to celebrate the company's 10th anniversary at Expomusic by exhibiting the brands it carries in an impressive 500 square meter booth, plus an adjoining, separate area with an office for private conversations with dealers, and a lounge to welcome artists and V.I.P.s with snacks, soft drinks and an eventual cold beer.

EV Sales Director for Latin America, Jose Antonio Rivas, enjoyed both the show and Pride's hospitality. "I am extremely impressed with Pride Music's ability to bring to fruition such an impressive show. However, it comes as no surprise knowing their work ethic and desire to succeed! We are more than proud of having Pride Music as our exclusive distributor for Brazil and wish them the best in their 10 year anniversary as a company!"



(l-r) Lucio Grossman and Mauro Martins Celebrating Pride Music's 10th Anniversary

(more)

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Considering the often less than ideal economic conditions over the past decade, Pride's ten year anniversary is a feat indeed! Maintaining a viable and successful business, Pride Music has benefited from the savvy judgment of its directors and the undisputed commitment of its staff to overcome the currency crises faced by the country, becoming stronger year after year in spite of the economic climate. Now more than ever, Pride continues to focus on the strengthening and solidification of the brands currently carried.

After such feats and accomplishments, cake and champagne were mandatory, and were shared by the board of directors, employees, dealers, foreign suppliers, and friends from the market.

The 14,000 square meter venue of Expomusic hosted 170 exhibitors, ranging from local manufacturers to importers and dealers, both Brazilian and international, from countries like the United States, Italy, Thailand, England and others.

Brazil's Version of the Ubiquitous Electro-Voice® Eliminator Poster Girl

(more)

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Pride Music's Impressive 500 Square Meter Booth at Expomusic

Electro-Voice® is proud to work with the likes of Pride Music and would like to congratulate them on their anniversary and status as the premium pro distributor in the Brazilian music market.

Electro-Voice® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, 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™, AudioCom™, RadioCom™, Dynacord®, Midas®, Klark Teknik®, University Sound® and others.

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