News Release

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Electro-Voice® and Sam Ash Team Up with "It's an American Tradition" Promotion

Industry Giants Come Together to Celebrate the History of American Pro Audio Manufacturing and Music Retail

BURNSVILLE, MN (September 2, 2002): Electro-Voice® is pleased to announce the launch of a co-promotional program with Sam Ash to celebrate the strength of American Pro Audio manufacturing and music retail. The year 2002 marks the Electro-Voice®'s 75th anniversary and commemorates Sam Ash's 78th year in business!

The "It's An American Tradition" promotion, which will kick-off on September 11th at the Sam Ash Musical instrument Megastore on 48th Street in New York City, will feature a huge window display of Electro-Voice® Eliminator i loudspeaker products based around the theme of "Legendary American Sound". Among the products featured will be the Eliminator i, Eliminator ii, Eliminator i subwoofer, and dual 18-inch subwoofer the Eliminator kW, which are all 100% manufactured in the United States.

In addition, all 31 Sam Ash Musical Equipment Megastores nationwide (located in New York, New Jersey, Pennsylvania, Connecticut, Florida, Ohio, Illinois, Tennessee and California) will be adorned with a new batch of POP displays consistent with the "It's An American Tradition" theme.

Throughout this 30-day promotion, Sam Ash will be demonstrating the legendary Eliminator i loudspeakers for their customers. The original Eliminator was first introduced in 1969 and quickly became popular for touring bands and club installations. Electro-Voice has since improved on the design with its unique Ring-Mode Decoupling (RMD™) technology and added the very powerful dual 18-inch kW subwoofer to the Eliminator i line.

(more)

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Electro-Voice® is a professional brand of Telex Communications®, 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.

For more information, call 1-800-392-3497, or visit www.electrovoice.com.

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