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FOR IMMEDIATE RELEASE

Wisdom Audio Launches New Sage Series Architectural and In-Room Audio Systems to the European Market During ISE 2009

The New Sage Series L75i Recently Won Both a Custom Retailer Magazine 2008 Exc!te Award for Excellence in Custom Installed Technologies and Electronics, as well as a 2008 Resi Award from Residential Systems Magazine for Best In-Wall or On-Wall Speaker

AMSTERDAM, The Netherlands, Jan. 28, 2009 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic technologies, is proud to announce that it will launch and demonstrate its new award-winning Sage Series architectural and in-room audio systems to the European market during Integrated Systems Europe (ISE) 2009, held in Amsterdam, The Netherlands from Feb. 3-5. Wisdom Audio will be demonstrating the Sage Series in accordance with Genesis Technologies at the Holiday Inn on De Boelelaan 2, just minutes from the RAI Exhibition Centre where ISE is taking place.

“We are extremely pleased that Genesis Technologies will be representing our new Sage Series in numerous key markets in Europe,” said Mark Glazier, Wisdom Audio president. “We believe that the Sage Series redefines the performance available from in-wall and on-wall speakers and are thrilled to have the very talented and forward-thinking team at Genesis bringing our products to many of Europe's top custom dealers.”

When the development of the new Sages Series began, Wisdom Audio started with in-walls, knowing that the on-wall and freestanding versions could then be developed more easily. Every in-wall Wisdom Audio offers includes an aircraft-quality, sealed extruded aluminum back-box, so that the internal cabinet volume is consistent, instead of relying on the inside of the wall.

“Genesis Technologies asked us to take this one step further for the European market,” added Glazier. “We have created a purpose-designed enclosure for our in-walls, specifically for use in concrete or brick wall construction common in Europe. We look forward to showing the European audience this enclosure during ISE because until now, dealers and clients have had to make a choice

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between true high performance and invisibility. With Wisdom Audio's new Sage Series, they finally can have both.”

The new Sage Series L75i speaker recently won *Custom Retailer* magazine's 2008 Exc!te Award for Excellence in Custom Installed Technologies and Electronics, as well as a 2008 Resi Award from *Residential Systems* magazine for Best In-Wall or On-Wall Speaker.

“We knew we had a winner with the Sage Series during development because there is no other high-end architectural loudspeaker system like it anywhere, and these awards as well as exceptional customer and additional editorial feedback confirm our belief,” Glazier continued. “The new Sage Series has it all...from design to aesthetic appeal to, most importantly, industry category leading performance.”

Wisdom Audio has recently brought to market more than 20 Sage Series models, encompassing in-wall, on-wall and freestanding versions of most configurations ranging from 20 inches to 76 inches tall. Multiple center channels, the in-wall subwoofer, integrated Audyssey Laboratories™ room correction software, and dedicated electronics round out the new product offerings. Sage Series speakers incorporate new generation proprietary thin film planar magnetic drivers which allow for its narrow and shallow physical characteristics, thus permitting the unprecedented possibility of the same driver complement and back box to be used for such varied applications, ranging from in-wall to freestanding.

“We are offering a unique addition to the state-of-the-art through the incorporation of new, proprietary Wisdom Audio designed transducer technology, an innovative in-wall mounting system yielding improved sonic and structural characteristics, bi-amplified systems employing dedicated amplifiers, and an electronic crossover/equalizer that utilizes Audyssey™ room correction software,” added Glazier. “The inclusion of all of these elements in each of our systems and the resulting performance achieved differentiates our offerings from all other known architectural solutions. And the freestanding product allows Wisdom to deliver a high performance planar magnetic/hybrid series of products, designed in a narrow and shallow cabinet, which has a small physical and visual footprint.”

Wisdom Audio also offers several electronic components for the Sage Series, including the SC-1 System Controller boasting a 7.3 in/14.3 out electronic crossover and acoustic room correction incorporating Audyssey MultEQ® XT. It also includes selectable RS-232 operable memory settings for optimized acoustic performance in varied music and film environments. A PC-based installation application configures the SC-1 for a particular complement of speakers in a given installation.

“Appealing through its performance to the most discerning music and film lovers, and via its industrial design to the lifestyle segment, these offerings will have broad interest depending on application,” Glazier concluded. “The breadth of this complete series, ranging from in-wall to on-wall to freestanding, while sharing a common complement of electronics and set-up/install guidelines, will be quite desirable to the dealer and installer. Offering an install solution that allows the dealer to address

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such a wide variety of installation requirements is rare and, we believe, will be wholeheartedly welcomed by the dealer, installer, and, ultimately, the customer.”

When installed by a professional installer using Audyssey MultEQ® Pro software, the Sage Series has the capability to deliver audiophile quality sound in an unprecedented variety of acoustical environments. Audyssey MultEQ® XT is the first technology to properly measure sound information throughout a listening area, and then analyzes this data to accurately represent the acoustical problems in the particular room. Based on these measurements, MultEQ® XT calculates an equalization solution that corrects for both time and frequency response problems in every listening position. MultEQ® Pro takes up to 32 measurements around the listening area and uses high resolution equalization filters for both satellites and subwoofers.

To ensure optimal in-room low frequency response, the bi-amplified Sage Series includes dedicated low frequency amplifiers for both the full range speakers and subwoofer. These amplifiers are the SA-3 (3 x 500W), SA-2 (2 x 500W) and SA-1 (2 x 500W).

High resolution Sage Series images are available for download at: www.wisdomaudio.com/news_image-library.php.

For more information, please visit www.wisdomaudio.com or call (775) 887-8850.

About Wisdom Audio

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic transducers with more than 90 man years experience. Wisdom Audio was founded in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar magnetic and dynamic transducers optimized for high-performance, high-end architectural audio reproduction applications. Its hybrid-technology systems have earned praise from the specialized media, earning them the coveted “Golden Ear” award from *The Absolute Sound* while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio’s multi-award winning Sage Series architectural products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.

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