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FOR IMMEDIATE RELEASE

Wisdom Audio Launches On-Line eLearning Dealer Training

The First 24/7 Dealer-Only Training Module, Designed for Wisdom's SC-1 System Controller, Allows New Dealers to Become Familiar with Set-up of the Award-Winning Sage Series, while Others May Refer to it as a Refresher Course

CARSON CITY, Nev., March 31, 2010 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic technologies, is proud to announce that it has launched a new on-line initiative to help educate and train its dealer base on the acclaimed and award-winning high-end Sage Series speaker systems. The first eLearning Dealer Training Module is located on a new hidden "Dealer Only" page at wisdomaudio.com, with the address provided directly to dealers by Wisdom Audio.

"Wisdom Audio products can only be sold and installed by authorized dealers, so this new training module is essential for the initial and on-going education of these products," explained Jon Herron, Wisdom Audio V.P. – Sales. "As we are committed to the training of all appointed dealers and installers, naturally the first eLearning module to be developed is for the SC-1 System Controller, which is essential to any Wisdom Sage system."

The SC-1 module includes a tutorial on the set-up and use of the Audyssey MultEQ® XT software, which is the most technically involved aspect of installing and setting up a Wisdom Audio Sage Series system. The tutorial takes approximately 20 minutes to complete and there is a test at the end to ensure the dealer fully understands the intricacies of the system.

Developed by Training Allies, LLC of Collegeville, PA, the new training module allows new dealers to become familiar with the SC-1, while others may refer to it as a refresher course.

"Training Allies is delighted to be partnering with Wisdom Audio to help further their commitment to training and education around their world class line of products," explained Dave Chace, president of Training Allies, LLC. "With the development of this new eLearning program, they can now provide engaging and

(more)

essential instruction to more of their dealers in much less time, while also offering them a 24/7 educational resource, thus resulting in a powerful and cost effective benefit to both Wisdom and their partners.”

Now shipping, Wisdom’s complete Sage Series high-end architectural and freestanding speaker systems are at the forefront of Wisdom’s training and educational efforts. Wisdom Audio has recently brought to market more than 25 Sage Series models, encompassing in-wall, on-wall, and freestanding versions of most configurations ranging from 20 inches to 76 inches tall. As a result, the company understood the obvious benefits in creating web-based eLearning modules in order to train and educate its dealers and international distributors on multiple Sage Series configurations, including speakers, subwoofers, integrated Audyssey Laboratories™ room correction software, and dedicated electronics.

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

About Training Allies

Training Allies is a consulting firm that develops training programs and materials specifically for organizations within the consumer and custom electronics markets. Based outside of Philadelphia, Training Allies has partnered with numerous premier organizations in the industry to help them more effectively educate their audiences and achieve greater returns on their training investments. Visit Training Allies at www.TrainingAllies.com.

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 and awards from the specialized media, 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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