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FOR IMMEDIATE RELEASE

Wisdom Audio Targets Custom Channel with Limited Distribution of High End Sage Series Architectural and In-Room Audio Systems

“The Breadth of this Complete Series, Ranging from In-Wall to On-Wall to In-Room, while Sharing a Complement of Electronics and Set-Up/Install Guidelines, will be Quite Desirable to the Specialty Dealer and Installer”

DENVER, Sept. 6, 2007 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic loudspeaker technologies with more than 85 years on-staff experience, announced it will target the specialty hybrid retailer and custom channel with limited distribution of its new Sage Series high end architectural and in-room audio systems. Wisdom Audio officials will be on hand during the 2007 CEDIA Expo, held in Denver from Sept. 6-9 at the Colorado Convention Center, booth SR-12, to discuss the new product line and distribution details.

“The custom installation market has never seen such versatile, high end product as the Sage series,” explained Jon Herron, Wisdom Audio vice president, sales. “We are targeting higher-end hybrid dealers and installers with a limited distribution strategy. Dealers and the CI market will finally have a genuinely high performance, in-wall audio solution to complement the wide range of high end video display devices now available. While the industry has seen significant growth in the scope and quality of high end integrated whole house systems, we feel that the audio portion of these solutions has not kept pace. The Sage Series targets the gap between the improved performance of high end video displays and complementary high end in-wall/on-wall audio solutions.”

The Sage Series incorporates purpose-designed Wisdom Audio technologies that redefine form factor, high end performance, user experience benefits, realizable and consistent in-room acoustic results and installer/dealer installation/set-up benefits.

“Initially, we will bring to market five speaker configurations, ranging from 15 inches to 95 inches tall, each available as an in-wall, on-wall, or freestanding

(more)

solution,” added Mark Glazier, Wisdom Audio president. “Multiple center channels, a dual woofer vibration canceling in-wall sub enclosure, integrated Audyssey Laboratories™ room correction software, and dedicated electronics round out the new product offerings. The inclusion of all of these elements in each of our systems and the resulting performance achieved differentiates our offerings from all other known in-wall solutions.”

Glazier added that the in-room product allows Wisdom to deliver to specialty dealers and integrators a high performance planar magnetic/hybrid series of products, designed in a narrow and shallow cabinet which has a small physical and visual footprint.

“The performance of the Sage Series appeals to the most discerning music and film lovers, while respecting the architectural and interior design integrity of the customer’s home,” Herron added. “This series ranges from small to large enclosures, all of which are available in freestanding, on-wall, or in-wall implementations. It meets a wide range of needs for the specialty dealer and installer. Moreover, the system’s design (which includes room correction technology) provides for far more consistent, repeatable high performance results than anything else on the market.

“We are targeting dealers who desire to offer their best customers an appealing aesthetic design with performance that will please the most discriminating audiophile,” Herron continued. “High performance, integrated speaker solutions are now possible. We are looking to establish relationships with those dealers and integrators who wish to differentiate their offerings while establishing a new standard of quality for their best customers.”

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 drivers and hybrid loudspeaker systems, with more than 85 man years experience on staff. Wisdom Audio founder Tom Bohlender, previously a founder of loudspeaker company Bohlender Graebener Corporation and a pioneer in planar transducer design, launched Wisdom Audio in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar and dynamic transducers optimized for high-performance, high-end 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 line of planar-hybrid loudspeaker solutions range from the Sage Series architectural products that include the world’s most advanced in-wall speaker systems and culminate with the flagship Infinite Wisdom Grande, among the world’s most expensive home loudspeaker systems. Wisdom Audio products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.

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