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FOR IMMEDIATE RELEASE

Wisdom Audio Names Todd Sutherland Western Regional Manager, Director of Sales Operations

*In this New Position, Sutherland will Manage, Direct, and Assist
in the Building of Wisdom's Dealer Base, Training, and Support Services*

CARSON CITY, Nev., May 12, 2008 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic transducer technologies with more than 85 years on-staff experience, is pleased to announce that industry veteran Todd Sutherland has been named western regional manager, director of sales operations. In this position, Sutherland will be responsible for serving as the primary sales contact for all dealers in the western region, including support and service issues, as well as participate with other company executives to establish sales-related strategic plans and objectives.

“Todd is an industry veteran with a particular knowledge and appreciation of the needs and expectations of the custom installation dealer,” explained Mark Glazier, Wisdom Audio president. “Jon Herron (Wisdom Audio V.P. - Sales) and I both worked with Todd at Madrigal, and I also worked with Todd at Kaleidescape. Since the three of us already shared a successful professional history, Jon and I knew Todd shared our philosophy regarding the invaluable role of the dealer and their importance to Wisdom’s success in the CI channel. With Todd’s experience and ideals, he will play an integral role in bringing our new Sage Series architectural and in-room audio systems to market and making them a success by bringing on, educating, and supporting our targeted limited distribution dealer base.”

Additional duties Sutherland will be responsible for include prospecting for and appointing key dealers, conducting Wisdom product training for all newly appointed dealers, and establishing and maintaining strong business relationships to promote dealer focus on Wisdom products. Sutherland will also

(more)

participate with other company executives to establish sales-related strategic plans and objectives, act as the primary administrator for Wisdom's CRM and assist in building the dealer support (pre-sale) and technical support departments (post-sale).

"The Wisdom Audio team is working on truly differentiated high performance custom installation products to address the market needs of the premier specialty dealers and their best customers," explained Sutherland, who besides working at Madrigal and Kaleidescape in support and sales manager positions, also attended the U.S. Naval Nuclear Engineering School. "The opportunity to join this team and also to work with both Mark [Glazier] and Jon [Herron] again in bringing these new benchmark products to market was one that really appealed to me. After then hearing the results of this team's work for the first time, I couldn't wait to get started."

Most recently with Kaleidescape, Sutherland, who is based in San Mateo, Calif., managed order processing and sales development. During his tenure at Madrigal, he was the company's western regional sales manager and Revel product manager, northwest regional manager, as well as spending time as the company's website administrator. Prior to serving with Madrigal, Sutherland worked with Nakamichi Gmbh and Combak Corporation.

"The Wisdom Audio team is both talented enough to have developed a phenomenal series of products that dealers and the press are responding to with genuine excitement, but also humble enough to listen to the wants and needs of the CI industry's best dealers," added Sutherland. "I am excited to join a team with these qualities and look forward to helping them build a very successful company."

For more information, please visit www.wisdomaudio.com, call (775) 887-8850, or to reach Todd Sutherland, email todd@wisdomaudio.com.

About Wisdom Audio

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic transducers with more than 85 man years experience on staff. 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 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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