

Snell

For Immediate Release

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**SNELL ACOUSTICS ADDS NEW “HIDDEN” IN-CABINET AND “INVISIBLE”
IN-WALL MODELS TO SIGNATURE SERIES LOUDSPEAKER LINE AT CEDIA**

*-- Both New Signature Series Loudspeakers Provide “No Compromises” Audio
Performance for the Ultra-Premium “Built-In” Market --*

Denver, CO, September 4, 2008 – Snell Acoustics, a leading manufacturer and marketer of high-performance and custom-built loudspeakers for more than 30 years, will add two new custom installation-friendly loudspeakers to its acclaimed **Signature Series** at CEDIA 2008. The two new models, derived from the Snell B7 Tower, include the “Hidden” in-cabinet Model **IC-B7** (SRP: \$4,250 each) and the “Invisible” in-wall Model **IW-B7** (SRP: \$5,000 each). Both employ the driver configuration of the full-range Snell B7 Reference Tower and are engineered to perform exactly like the B7 for their respective applications. Notably, both new models incorporate a host of design innovations and technological advancements featured in the B7 tower, many of which are also featured in Snell’s flagship “Illusion.” The result is a “No Compromise” sound solution for virtually every music and home theater application.

Realism and Rich Audio Performance to Every Seat in the Room

Both new Snell loudspeakers feature an advanced acoustic design by Snell Chief Engineer Dr. Joseph D’Appolito. As with all Snell speakers, the goal of the company’s new B7 models is to transport the ingredients of realism in both music and film soundtracks, including texture, dimension and presence, to every seat in the listening area. Snell’s engineers and acoustic designers handcraft and hand-tune each of the company’s speaker systems to literally envelop the listener with incredible bandwidth and precise imaging.

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Key to the extraordinary audio performance of all B7 speakers are Reference quality parts from the B7 Tower, which include dual 8-inch woofers, the renowned D'Appolito Array – with dual machined 4 ½-inch SEAS XL magnesium midrange drivers mounted over and under an extremely low resonance 1-inch SEAS XL silk dome tweeter with neo-magnet. In addition,

discrete crossover boards for bass, midrange and treble dramatically reduce distortion and allow for triamp (triwire), biamp (biwire) and single amp connectivity. To control performance, and fulfill Snell's "No Compromise" promise, both the IC-B7 and IW-B7 are acoustic suspension designs featuring well braced, well damped cabinets. The Hidden IC-B7 is offered in two different millwork-friendly sizes, the "s" version, with dimensions of 21"x16.5"x11" (HxWxD), and the "vh" version, with dimensions of 30"x13"x11" (HxWxD). The latter model features a rotatable D'Appolito Array, allowing the speaker to be mounted either upright or as a horizontal center channel. The Invisible IW-B7 features a well braced, aluminum back-box that conforms easily to conventional 2 x 4 stud walls. Like the Hidden "vh" model, the D'Appolito Array rotates, allowing vertical or horizontal placement of the IW-B7.

To compliment these two models, and to ensure the same sub 30Hz bass performance of the B7 Tower, Snell offers the Hidden IC-Basis 300 sub, and the Invisible IW-Basis300, with MSRPs of \$1,600 each and \$1,250 each, respectively.

Customer Choose "Elegant," "Hidden" or "Invisible" Speaker Solutions

In order to provide customers with a full range of "no compromise" design choices suitable for their specific listening environment, décor or installation situation, Snell's **Signature** and **Premier** series offer different models in three separate design configurations, including: "Elegant," a traditional-style design featuring the finest wood-finished cabinetry (such as the B7 Reference Tower); "Hidden" which represents the finest of in-cabinet designs for proper installation in millwork (such as the in-cabinet model IC-B7); and

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"Invisible," which features in-wall/in-ceiling solutions for completely

discreet mounting (such as the model IW-B7). Regardless of choice in aesthetic styling, each application features loudspeakers that deliver an ultimate-quality reference playback listening solution.

About Snell Acoustics

For over 30 years Snell Acoustics has designed and manufactured high-end loudspeakers, and has earned a reputation as one of the world's foremost manufacturers of custom-built, handcrafted speakers. Based in Peabody, Massachusetts, the company is renowned for its aesthetically pleasing hand-made cabinets, award-winning sound, and pioneering efforts to introduce THX® Certified speakers to the marketplace. Snell Acoustics is a wholly owned subsidiary of D&M Holdings Inc. Additional information is available at www.snellacoustics.com.

About D&M Holdings Inc.

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