

# Snell

**For Immediate Release**

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**SNELL AT CEDIA '08: ATTENDEES WILL EXPERIENCE**

**"NO COMPROMISES" SOUND PROPOSITION**

*-- Company Will Showcase Variety of Custom-Installation Friendly High-Performance Loudspeaker Solutions, Including New Flagship Illusion Tower --*

**Denver, CO, September 4, 2008** – Snell Acoustics, a leading manufacturer of high-performance loudspeakers for more than 30 years, will give attendees of CEDIA 2008 the opportunity to experience the company's "No Compromises" sound proposition first-hand. In addition to announcing the introduction of two new Signature Series loudspeaker models, including the "Hidden" in-cabinet Model **IC-B7** (MSRP: \$4,250 each) and the "Invisible" in-wall Model **IW-B7** (MSRP: \$5,000 each), Snell will provide CEDIA attendees with a wide variety of active loudspeaker demonstrations at the Snell-Marantz Booth **#200**, as well as at the Denon Booth **#204** and the Escient Booth **#100**.

With its wide array of different loudspeaker installations on the CEDIA show floor, attendees will be able to observe how Snell Illusion, Premier and Signature Series speakers are designed to provide high-performance sound for three separate lifestyle choices, including: "Elegant," a traditional-style design featuring the finest wood-finished cabinetry; "Hidden," which represents the finest of in-cabinet designs for proper installation in millwork; and "Invisible," which features in-wall/in-ceiling solutions for completely discreet mounting. Regardless of choice in aesthetic styling, each application features loudspeakers that deliver an ultimate-quality reference playback listening solution.

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### **Where to Experience Snell at CEDIA...**

In addition to a full multichannel home theater display at the Snell-Marantz booth with its powerful audio foundation grounded by Snell's new in-cabinet **Signature Series IC-B7**, the Marantz-Snell booth will feature six active two-channel kiosk systems, featuring live demos of the company's new flagship **Illusion Reference Tower** (MSRP: \$25,000 each), as well as three models in its Signature Series, including the **B7 Tower** (MSRP:\$7,000 each), as well as the Premier Series **C7 Tower** (MSRP:\$4,500 each), the LCR7XL (MSRP \$3,000), the Premier Series **D7 Tower** (MSRP: \$2,000 each) and **LCR7** (MSRP: \$1,250 each). At the Escient booth, Snell's No Compromise sound will be demonstrated with one 5.1 Surround Sound system, featuring the Snell D7 Tower and three active two-channel systems with the Premier Series Model **K7** 2-Way Monitor (MSRP: \$750 each), **J7** 2-Way Monitor (MSRP: \$1,250 each), and the **CR7** Center Channel/LCR (MSRP: \$800 each). Finally, the Snell **IC-C7** speakers, "Hidden" in-cabinet versions of the C7 Tower, will be showcased in a 7.1 configuration at the Denon Booth in the Denon Theater as well as at the SE2 Labs booth.

### **Reference Playback for Multiple Listening Applications**

Thanks to the depth and breadth of Snell's many varied system demonstrations at CEDIA, attendees will be able to see for themselves how Snell's "No Compromises" marketing & product strategy works to provide customers with reference playback for multiple listening applications. Every model in the company's loudspeaker lineup reflects the handmade craftsmanship, high-quality components and extraordinary build quality that continue to reinforce the Snell pedigree. Most importantly, many of the leading-edge engineering and advanced design characteristics of Illusion, including the highest quality transducers, sophisticated voicing techniques and driver technologies, are carried through to Snell's Signature and Premiere Series as well.

### **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 manufactures

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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](http://www.snellacoustics.com).

#### **About D&M Holdings Inc.**

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