

Snell

For Immediate Release

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SNELL™ WILL ROCK AT AUDIO KARMA FEST 2009

--Joseph D'Appolito, Snell's Chief Engineer, to Introduce Upcoming Phantom Tower at the High-End Audio Karma Fest--

LIVONIA, MI, May 2, 2009 – Snell Acoustics™, a leading manufacturer of high-performance and custom-built loudspeakers for more than 30 years, will demonstrate a variety of luxury “No Compromises” loudspeaker solutions at Audio Karma Fest in Livonia, Michigan (May 2-3, 2009). The company's Audio Karma Fest showcase will feature the upcoming Phantom, Snell's first derivative of its flagship Illusion. Included will be a THX Ultra2 Reference Theater system and the award-winning LCR7XL reference playback monitor, all reflecting Snell's renowned handmade craftsmanship, high-quality components and extraordinary build quality. Snell products will be showcased in both the Snell Suite #350 and the Marantz Suite #351.

Key to Snell's “No Compromises” philosophy is the company's commitment to providing a full range of design choices that deliver high-end audio performance to every listening environment, décor or installation situation. To this end, the company offers acoustically-matched loudspeakers in three separate design configurations, 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 built-ins, millwork and audio furniture; and “Invisible,” which features in-wall/in-ceiling solutions for completely discreet mounting.

Snell's live demos at Audio Karma Fest will feature the latest addition to the Illusion family, the new **Phantom** tower paired with the new McIntosh MA7000 (SRP: \$20,000/pr), as well as the **C7** tower loudspeaker (SRP: \$4,500), in-cabinet **IC-C7** (SRP: \$2,250), **SR 30** Multi-Pattern Surround (SRP: \$2,500/pr), **K7** (SRP: \$1,500/pr), **LCR7 XL** (SRP: \$3,000) bookshelf models and the **IC-Basis 550** in-cabinet subwoofer (SRP: \$3,000). To bring out the maximum performance capabilities of Snell's lineup, all speakers will be driven by either Marantz or McIntosh amplifiers, pre-amplifiers and multichannel receivers. In addition to the live

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loudspeaker demonstrations, Snell Chief Engineer Joseph D'Appolito, Ph.D will lead a seminar discussion on high-end audio and loudspeaker design for Audio Karma Fest attendees on Saturday, May 2 at 1:00 PM.

Here's a quick look at several of the advanced loudspeaker solutions Snell will be showcasing at Audio Karma Fest:

- **Phantom:** Phantom features many of the same astounding audio characteristics and leading-edge technologies as the flagship Illusion, including an innovative 3-way design and extraordinary handcrafted cabinet construction. To achieve its full-range, entirely uncolored audio reproduction, Phantom integrates the world's finest transducers with Snell's matchless crossover expertise, resulting in unimpeded clarity and unrestricted detail. Phantom boasts dual 4.5-inch machined XL magnesium midrange drivers mounted over and under an extremely low-resonance 1-inch SEAS XL silk dome tweeter with neo-magnet.
- **Series 7 (C7 Tower, IC-C7 as center, SR30THX surround, and IC-Basis550 sub)** Snell Acoustics, the first to introduce both THX and THXUltra2 to the consumer electronics market, will demonstrate a second-generation Ultra2 Theater. The system will be configured as a 7.1 system and located in a large ballroom on the first floor. The program will include a variety of luscious music tracks, raucous concert videos and impressive theatrical excerpts from recent box office hits.
- **LCR7XL:** The system takes to heart the essence of the Audio Karma event by showcasing this award-winning reference LCR in a simple high-end two-channel setting to show the extraordinary performance capabilities of two-channel music in a conventional living space.

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 of custom-built, handcrafted speakers. Based in Binghamton, New York, the company is renowned for its aesthetically pleasing hand-made cabinets, award-winning sound, and pioneering efforts with THX.™ Snell Acoustics is a wholly owned subsidiary of D&M Holdings Inc. Additional information is available at www.snellacoustics.com.

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