



FOR IMMEDIATE RELEASE

**Boston Acoustics Expands Popular SoundWare Speaker Line with New
Larger Commercial Model and High Performance Powered Subwoofer**

-- New Models Feature the Unique SoundWare Shape and Flexible Placement Options--

Las Vegas, NV, January 9, 2009 -- Boston Acoustics, Inc., a world-renowned manufacturer of high-performance loudspeakers, is adding two new models to its popular line of innovative **SoundWare** speakers, including the **SoundWare XL** (MAP: \$249.99) 2-way 6½" geared for 70/100 volt constant voltage commercial applications, and the **SoundWare Sub 8" 100-Watt Powered Subwoofer** (\$399.99). The new SoundWare models feature the line's signature polyhedron shape, which allows for a wide range of easy and flexible placement options. Both are ideal for use in homes, apartments, restaurants, and retail stores and SoundWare XL can be used for outdoor entertaining as well. SoundWare speakers are a unique combination of sonic performance, space efficiency, and application flexibility.

SoundWare XL: Great Sound Anywhere – Inside or Out!

Thanks to the same tough weather-resistant construction and build materials of the original Boston SoundWare loudspeaker, the SoundWare XL is ideal for either indoor or outdoor applications. Available in either black or white finish, the new SoundWare XL 2-Way speaker features a high-performance 1" tweeter and a 6½" copolymer woofer for big rich sound. The 70v/100v constant voltage SoundWare XL is also ideal for multiple speaker commercial installations. Additionally, for commercial applications there is a "Safety bar" on one of the speaker surfaces allowing for secondary independent security mounting if desired.

Incredible Placement Flexibility

With its polyhedron shape and unique articulating mounting bracket, a SoundWare XL speaker can be placed virtually anywhere – flush in a corner, flat on a wall, flat on a table or angled up 30 or 45 degrees on a flat surface. The 2 included brackets mount the speaker just 1 cm from any flat surface or flush in a corner. When mounted flush on a wall, the speaker can be articulated down or sideways to provide the ideal sonic angle.

SoundWare Sub Delivers Deep Rich Bass Up and Down

The new SoundWare Sub 8" Powered Subwoofer, with its powerful 100-watt amplifier, can be oriented either as forward- or down-firing for placement and application flexibility. It is specifically designed for bundling with either the original SoundWare or SoundWare XL to create a great sounding and looking complete speaker system.

Make It Stand Out with “Paint-Ready” Surfaces...

For consumers who want to customize the look of their SoundWare speakers to stand out or complement the décor of any environment, all SoundWare speakers feature paint-ready cabinet surfaces.

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About Boston Acoustics

For nearly 30 years, Boston Acoustics has remained at the leading-edge of audio excellence, designing, manufacturing and marketing innovative high-performance loudspeakers for use in home audio and home theater systems, as well as aftermarket, OEM automotive systems, and custom installations. Highly regarded for creating The Boston Sound, the company commits all of its resources in design, engineering and manufacturing to create superior, competitively priced products that emphasize performance, consistency, reliability and value. For more information on the company’s full range of advanced loudspeakers, as well as its “tabletop radio” products and more, please visit BostonAcoustics.com.

About D&M Holdings Inc.

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