

PRESS RELEASE
MEYER SOUND LABORATORIES, INC.



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About 398 Words

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Meyer Sound Co-sponsors 2004 Boston Music Awards

The Boston Music Awards is New England's annual event celebrating the region's wealth of musical talent. This year marks the 17th year of the awards presentation, and this time Meyer Sound joins the party as a sponsor of the exclusive event, which takes place on September 29th at the renowned Avalon club. A Meyer Sound MILO high-power curvilinear array will be on hand to provide sound reinforcement for both the awards ceremony and the spotlight musical performances capping the evening's festivities.

"This is our first year as a sponsor," notes Sandy Macdonald, Meyer Sound's northeastern regional sales manager, "and it shows the company's strong commitment to the New England music scene at all levels, from touring sound companies to clubs and theaters. It's also a great opportunity for a broad cross-section of the music industry to hear first-hand the astonishing power and clarity of a MILO system."

Meyer Sound is supplying the system in cooperation with Rainbow Concert Productions of Hampstead, NH. The system will include flown main arrays with both MILO and the new MILO 120 expanded coverage high-power curvilinear array loudspeakers, augmented by 700-HP ultrahigh-power subwoofers and other self-powered Meyer Sound loudspeakers as needed for front and side fills.

The Boston Music Awards program is an invitation-only event for artists, producers, management, record labels and others in the music industry. Following the awards show, a limited number of tickets will be available for live music performances to follow, with most artists announced only days before or appearing as surprise guests. Past performers have included The Cars, James Taylor, Godsmack, Phish, and Pat Metheny.

Meyer Sound joins a group of Boston Music Awards sponsors that includes the NEMO Music Festival (which opens two days after the awards) and a wide range of media, hospitality and beverage companies. The only other sponsor related to the musical equipment industry is Gibson.

The venue for the Boston Music Awards is the 2,000-capacity Avalon, renowned as one of America's hottest dance and live performance clubs. A keystone property of the trend-setting Lyons Group, the Avalon is located in a historic structure at 15 Landsdowne Street. The club has undergone repeated transformations since it first emerged in the late sixties as The Ark and, a few years later, the Tea Party – the latter serving as the launching platform for Don Law, for many years the premier concert promoter on the East Coast.

ABOUT MEYER SOUND

Meyer Sound Laboratories, Inc. designs and manufactures high quality sound reinforcement loudspeakers, studio monitors, equalizers and sound measurement tools for the professional audio industry. Founded in 1979 by John and Helen Meyer, the company has grown to become a leading worldwide supplier of systems for theaters, arenas, stadiums, theme parks, convention centers and touring concert sound rental operations. Meyer Sound's main office and manufacturing facility are located in Berkeley, California, with field offices and authorized distributors located throughout the USA and around the world.

More information is available at Tel: +1 (510) 486-1166, Fax: +1 (510) 486-8356, e-mail: info@meyersound.com, or by visiting www.meyersound.com.

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