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August 29, 2005
About 400 Words



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Meyer Sound Appoints Susanna Corcoran as Manager of Media Relations

Meyer Sound announced that Susanna Corcoran has joined the company in the newly created position of Manager of Media Relations, taking over media responsibilities from Larry the O, who has become Senior Marketing Writer.

Based at Meyer Sound's Berkeley, Calif. headquarters, Corcoran is charged with strengthening Meyer Sound's position in the professional audio and mainstream media through expanded coverage of Meyer Sound's corporate news, and about events and installations employing Meyer Sound systems.

Corcoran brings to the job a wealth of editorial and communications experience drawing from her various roles at leading publishing and Internet technology companies. She has served as Managing Editor of Conferences for *Red Herring* magazine, where she developed cutting-edge business of technology conferences, and worked with business and world leaders to communicate their ideas in print, online and at live events. Corcoran was co-founder and Director of Cerulean Media Group, where she provided strategic marketing and public relations consulting to clients such as *Business 2.0* and *Infoworld*. She has also worked for technology industry pundit Esther Dyson, as Promotions and Publicity Manager at news outlet Salon.com, and with *Fortune* magazine and the National Basketball Association.

"We are very pleased to have Susanna join us," says Rachel Archibald, Meyer Sound's Director of Marketing. "Her history of working with pioneering companies, combined with her excellent communication skills, make her a perfect choice for Meyer Sound. We're all very excited to have her as part of our team!"

As Senior Marketing Writer, Larry the O will focus his well-honed skills on crafting writing geared towards sound reinforcement professionals about Meyer Sound's education program, its increasingly complex and sophisticated technologies, and the ideas behind them.

"Larry has a distinct ability to illuminate complex, technical issues for audio professionals," says Archibald. "We are thrilled to have him focused full-time on writing for Meyer Sound."

The creation of these two new positions underscores Meyer Sound's continued commitment to strong relationships with professional audio media outlets as well as generating materials that further understanding of the company's products and their applications.

“I can’t imagine a better fit for my expertise and interests than Meyer Sound,” says Corcoran. “I’m excited to be part of a company with business practices and values as innovative and groundbreaking as its technology.”

Susanna Corcoran and Larry the O can be reached at the Meyer Sound offices at: +1 510 486-1166 or via email at susanna@meyersound.com and larrytheo@meyersound.com, respectively.

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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