



FOR IMMEDIATE RELEASE

Boston Acoustics Begins Shipping its Pro Installation Series (PRi) **In-Ceiling Speakers**

*-- Six Advanced Plenum-Rated In-Ceiling Systems
Available With or Without 70/100-Volt Transformers --*

Peabody, MA, January 7, 2008 -- Boston Acoustics, Inc., a world-renowned manufacturer of high-performance loudspeakers and entertainment products announced today that it has begun shipping its new **Pro Installation Series (PRi)** in-ceiling loudspeakers to retailers. The three in-ceiling models are plenum-rated, and are the first speakers developed by Boston Acoustics® with a commercial application focus. The six models in the PRi series include the **PRi665** (6-inch woofer), **PRi685** (8-inch woofer) and the **PRi85 Sub** (8-inch subwoofer). All three models are also available with pre-installed 70/100 volt transformers, under the model numbers **PRi665CV**, **PRi685CV** and **PRi85SubCV**, making them ideal for residential or light commercial applications such as restaurants and bars or in full commercial applications such as malls or large retail and office spaces that require constant voltage to drive multiple speakers. Boston Acoustics new Pro Installation (PRi) series in-ceiling loudspeakers are currently available to consumers and carry MSRPs from \$175 to \$275 per speaker (SRP).

Eli Harary, Boston Acoustics Senior Vice President & General Manager noted, "Our new PRi Series loudspeakers are engineered as an affordable and appealing solution for virtually any commercial or residential application, as well as for home entertainment enthusiasts who want a superior 'hidden home theater' audio solution. As demand for high-quality in-ceiling loudspeaker systems grows, there's a particular need for models that offer new levels of audio quality and are also compatible with 70V/100V systems. Our PRi speakers are designed to meet this need, in an easy-to-install, affordable and highly flexible package that truly raises the bar for the in-ceiling category. Their quality and performance will provide installers with the confidence that they have made a wise purchase."

A Dramatic Improvement from Conventional "Metal Box" In-Ceiling Speakers

Boston Acoustics designed its PRi Series in-ceiling loudspeakers from the ground up as a break from the traditional concept of metal box enclosed, constant voltage in-ceiling speakers, which most custom installers tend to associate with low-cost commercial products. Like all Boston Acoustics speakers, PRi series models are engineered for exceptional sonic performance, with the highest quality build materials and advanced audio technologies.

The acoustically tuned models in the PRi line are all designed to offer great sound while providing custom installers an ideal solution for overcoming building code issues surrounding speaker installation. All Boston Acoustics PRi speakers are designed to merge seamlessly with virtually any commercial or residential sound system. In addition, many residential installations including town houses and condominiums require plenum rated enclosures to meet new building codes. To ensure compatibility, PRi models meet the following agency requirements: UL1480, UL-2043, NFPA-70, and NFPA-90-A-1966. They also include a tile bridge and C ring (optional on the CV versions) for easy installation in a dropped ceiling and are at home in virtually any residential or commercial application, from home theater to background music.

Both the PRi665 and PRi685 models feature high-performance 1" Kortec® Soft Dome Tweeters in a unique pivoting tweeter island for maximum flexibility in placement. All models include advanced woofers featuring DCD Mica Filled Copolymer Speaker Cones with Butyl Rubber Surround. In addition, insulation provides acoustic isolation between rooms and dampens resonance for maximum performance in a variety of commercial installations, and a specially tuned ported enclosure provides extended bass response.

For total installation flexibility, an integrated cable clamp on each speaker is compliant with industry-standard conduit clamps, and a 4-pin 2-piece Molex connector allows easier connection and daisy chaining of speaker wires with the optional 70/100 volt versions.

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About Boston Acoustics

Founded more than 25 years ago, Boston Acoustics is a world-renowned leader in high-performance loudspeakers, tabletop radios and advanced car audio systems. The company's "Play Smart™" corporate ethos is reflected in unique lifestyle products that bring together elegant styling with best-in-class performance values. All Boston Acoustics products are designed to give consumers fresh solutions for enjoying superior sonic performance while expressing their personal style and tastes. For more information on the company's full range of advanced products, please visit www.BostonAcoustics.com.

About D&M Holdings Inc.

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