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## **Sonic Studio Extends Distribution Channel**

*Company Appoints New Representatives for Canada & Pacific Rim*

Plymouth, MN — March 8, 2005 — Sonic Studio, LLC, the leader in ultra-fidelity production tools for audio professionals, today announced that Insight Media Solutions and Digital Media Technology Co., Ltd. (DMT) have been added to Sonic's dealer network.

These appointments widen Sonic Studio's already broad distribution syndicate. With existing representation in over 22 countries, adding Insight Media Solutions and DMT expands coverage to include Canada to the north as well as the People's Republic of China and Taiwan to the east.

Well known industry veterans, Mr. Luc Comeau, president of Insight Media Solutions, and Mr. Wilson Choi, Sales Director for DMT, have been involved with all sectors of the professional audio industry for two decades. "We feel strongly that Luc is the right man to help SonicStudio through its next phase of business growth," said Jayson Tomlin, Director of Business Development for Sonic Studio. "In particular, we look forward to capitalizing on Luc's very strong knowledge of our product and background to drive new sales... Wilson Choi is simply the most connected agent in this once and future explosive market," he continued, "and his deep understanding of our product line along with his commitment to getting his customers the best deal while maintaining healthy margins, creates a win/win situation for Sonic Studio." Sonic Studio President Jon Reichbach added, "I've worked with both Wilson and Luc, they're knowledgeable guys with a good grasp of their market's needs and of how Sonic Studio can solve their customer's problems."

Insight Media Solutions has been granted exclusive representation of the complete Sonic Studio line of products in Canada while DMT will provide exclusive representation for China from its headquarters in Hong Kong. DMT distributes and installs a wide range of professional audio, video and multimedia equipment, providing high quality after-sales services, technical support and professional product upgrade/enhancements with its enthusiastic sales and support teams. DMT also serves its client base from additional offices in Beijing, Nanjing, Guangzhou and Taipei. Insight Media Solutions offers business consulting, integration and implementation solutions, design collaboration and training services for professional recording studios and broadcasters across the full breadth of Canada.

### **About Sonic Studio, LLC**

Sonic Studio is the premier manufacturer of ultra-fidelity DSD and PCM content creation systems. Sonic Studio's Emmy award winning NoNOISE suite is the leading audio restoration toolset for archivists, record labels, videographers and forensic investigators while their product line for Red and Scarlet Book premastering defines the state of the art. SonicStudio HD, the first high density PCM audio production application, is joined by the new SonicStudio-DDP for managing and monetizing archival assets. Sonic Studio's digital audio workstations are installed at all major studios, record labels and post production facilities worldwide. Based in Marin County, California, Sonic Studio has support and sales offices in Minnesota and Texas, with an international network of distributors and channel partners who share the same commitment to quality and service. For additional information, call 866-807-3636 or visit [www.sonicstudio.com](http://www.sonicstudio.com).

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