

FOR IMMEDIATE RELEASE



Media Contact:

Oliver Masciarotte
Sonic Studio, LLC
415-460-1201
omas@sonicstudio.com
www.sonicstudio.com

Sonic Studio Adds Two

Two New Personnel to Join Audio Leader's Sales Team

Marin County, CA – Feb 19, 2008 — Sonic Studio, LLC, the leader in ultra-fidelity production tools for audio engineers, announced that they have appointed two industry professionals to their North American sales force.

David Larsen, the new Direct Sales Representative for Sonic Studio, is an industry veteran of thirty-plus years. He started his career as a professional musician and worked his way through musical instrument retail sales to eventually land the national sales manager position for Soundcraft. In the last thirteen years, Larsen has been an independent representative for many well known companies including JBL, Electro-Voice, Midas, Waves, Sennheiser and AKG.

Jay Harper has been named as product specialist for the Sonic Studio line. Harper brings almost twenty years of experience in the music business, with live sound, studio engineering and post as well as a stint at Digidesign in their customer service and sales departments. Harper earned a degree in recording arts from California State University, Chico and currently teaches mastering at the University of Colorado, Denver. For the last eleven years, he worked at Bernie Grundman before starting his own mastering business. When asked about coming aboard with Sonic Studio, Harper replied, "I've always had a great respect for Sonic Studio's products and I'm excited for what the future holds."

Jon Reichbach, President of Sonic Studio, is pleased to have the combined experience of these two pros. "It's great to have Dave and Jay on board, and I'm excited to welcome these guys into our channel operations. We're seeing strong new sales opportunities here in the States and expect them to kick things up yet another notch." Larsen agreed, saying "...I have been following Sonic Studio for several years now and I am thrilled to be a part of what I consider to be the pinnacle of mastering products."

About Sonic Studio

Sonic Studio is the premier manufacturer of ultra-fidelity DSD post and PCM content creation systems. Sonic Studio's Emmy award-winning NoNOISE II™ suite is the leading audio restoration toolset for archivists, record labels, videographers and forensic engineers while their product lines for Red and Scarlet Book premastering define the state of the art. Sonic Studio's digital audio workstations and software are in use at major studios, record labels, broadcast and post production facilities worldwide. Based in Marin County, California, Sonic Studio has an international network of distributors and channel partners who share their commitment to quality and service.