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**For Immediate Release**

## **MSR, Inc. Provides Custom Acoustic Treatments for 50th Annual GRAMMY® Awards**

*Leading developer of high-performance acoustic products architects a custom solution for  
critical music-mixing control rooms*

**Fairfax, CA, February 5, 2008** – Media Specialty Resources, Inc (MSR), a leading developer of specialized acoustic treatments for recording studios and home theaters, today announced that it has architected a custom acoustic solution and provided the acoustic treatments for one of the critical music-mixing control rooms for the 50th Annual GRAMMY Awards, February 10, 2008, at STAPLES Center in Los Angeles, CA.

This control room, used as the pre-mix suite for all artists' rehearsals leading up to the live broadcast, mirrors the main broadcast mixing environment for the live telecast. The pre-mix control room is equipped with identical 5.1 surround monitors and a similarly identical ProTools system. It is a critical mixing environment, as the artists actually visit the trailer to pre-mix their rehearsal performances. The 50th Annual GRAMMY Awards will be broadcast in 5.1 Surround Sound.

"During the 50th Annual GRAMMY Awards, MSR's custom acoustic treatment of one of our critical music-mixing control rooms will help to ensure that we deliver balances on behalf of our performing artists that are the highest quality possible," stated Hank Neuberger, Broadcast Audio Supervisor." He continued, "MSR's treatment will allow our mixers to enjoy greater confidence and reliability."

The MSR solution is a custom-engineered acoustic system designed for this specific 5.1-channel mixing and monitoring application. The acoustic treatments are a combination of absorbers, diffusers and bass traps selected from the MSR line of products, including ZSound, SöN Acoustics™, Salon Acoustics™, and SpringTrap™.

"It's an honor to work with the fine team of professionals involved with the 50th Annual GRAMMY Awards Telecast," stated Anthony Grimani, President of MSR, Inc. "Audio fidelity is obviously of critical importance to this event. It's a fun challenge to create an acoustic environment that ensures accurate 5.1 surround sound reproduction for everyone, including the listeners at home," he stated.

### **About MSR, Inc.**

Founded in partnership by Anthony Grimani, veteran from Dolby Labs and Lucasfilm THX, and Keith Olsen, GRAMMY Award-winning producer and engineer, Media Specialty Resources, Inc. (MSR) develops and distributes specialized acoustic treatments for recording studios and home theaters. MSR products also have applications in any environment where audio performance and noise control are important, such as residential, commercial, high-density high-rise living spaces, etc.

MSR is headquartered in Fairfax, CA, with satellite offices in Orange County, CA.  
[www.msr-inc.com](http://www.msr-inc.com)