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**For Immediate Release**

## **MSR, Inc. to Exhibit New Products at 2008 NAB Show**

*Leading developer of high-performance acoustic treatments will showcase new Dimension4™ Systems and ZSound products*

**Fairfax, CA, March 20, 2008** – Media Specialty Resources, Inc (MSR), a leading developer of specialized acoustic treatments for recording studios, project studios, media rooms, and home theaters, today announced that it will exhibit at the NAB Show, Las Vegas, NV, April 14 – 17, 2008 (LVCC Hall N, booth #N1636). MSR will debut its exciting new Dimension4™ System series of pre-engineered acoustic room solutions. In addition, the new ZSound line of high-performance acoustic treatments will be featured. MSR was the official provider of acoustic treatments for the 50<sup>th</sup> Annual Grammy Awards last month at the Staples Center in Los Angeles, CA.

The Dimension4™ Systems are the latest series of pre-engineered acoustical systems from MSR for professional recording studios, project studios, media studios and game developers. Systems are available in three performance levels -- entry-level (Prime System), intermediate (Project system) and high-end (Pro System). All systems are full-frequency solutions, which also provide optimal absorption and diffusion for a given room size.

“Our Dimension4 systems are highly effective and complete acoustic solutions that are affordable and easy to install,” stated Anthony Grimani, President of MSR. “These systems are a direct response to the trend away from conventional studios to project studios,” stated Grimani. “Project studios are often situated in rooms with less than ideal acoustics, which are easily and dramatically improved by Dimension4 systems.”

MSR will also showcase the new line of specialty acoustic treatments from ZSound, as well as its SpringTrap™, Salon Acoustics™, and SōN Acoustics™ brands. MSR products are available through Guitar Center, GC Pro and other specialty dealers. Featured displays of MSR products may be found in the GC Pro office at the Guitar Center store, West Los Angeles, CA, and in the Pro Audio room at the Guitar Center store, Sherman Oaks, CA.

Anthony Grimani said, “Our systems address the specific needs and budgets for everyone; from professional recording engineers to the project studio user, to upstart bands recording in a warehouse.” He further stated, “There is no better value for complete acoustical solutions than the Dimension4 Systems.”

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

Founded in 2003 by partners 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 provides specialized acoustical treatments for recording studios, media rooms, home theaters and game developers. MSR also has a range of products for sound isolation, noise control, and sound absorption for all structures, including residential, commercial, high-density high-rise living spaces, hotels, etc.

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