



PRESS RELEASE

For Immediate Release

MSR Partners with Definitive Audio

9 August 2011 / Novato, CA: MSR (Media Specialty Resources, Inc.) has appointed market leader Definitive Audio as an authorized dealer of MSR's Dimension4™ line of acoustical tuning systems. Anthony Grimani and Ben Goldman recently visited Definitive's facility in Seattle, Washington to train their sales and engineering staff on the systems, how to specify them, how to install them, and how to create a high performance screening and listening room.

Craig Abplanalp, Definitive's VP of Sales and Marketing, says, "Over our 36 year history Definitive has had the opportunity to work with a wide range of acousticians and acoustical treatment companies. MSR provides a unique blend of experience, expertise, and value in everything they do. Tony's accomplishments at Dolby, Lucasfilm, and as an independent consultant have created the foundation to build products that work, are properly implemented and sensible. MSR's commitment extends far beyond specification; they work to ensure their products effectively improve your experience."

According to Anthony, "We were very impressed with the team at Definitive - it's exciting to have a partner in Seattle with such a great reputation for excellence and leadership."

We also worked with Definitive to install Dimension4 tuning modules in their reference audio showroom. Our SpringTraps™ significantly improved the bass quality in the room, and our absorbers and diffusers tightened up the soundstage.

For more info on MSR's innovative and affordable Dimension4 Acoustical Tuning Systems, visit our website at: www.msr-inc.com

For more info on Definitive Audio, visit their website at: www.definitive.com

About MSR Inc.

Founded in 2003 by partners Anthony Grimani, veteran of Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award-winning producer and engineer, MSR (Media Specialty Resources, Inc.) develops and provides specialized acoustical tuning systems for media rooms, home cinemas, audiophile environments, and recording studios. MSR also produces 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, houses of worship, and more. MSR is headquartered in Novato, California, with satellite offices in Los Angeles.

For more information on MSR Inc., visit our website at: www.msr-inc.com

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