



PRESS RELEASE

For Immediate Release

MSR Announces New International Distributors

24 February 2011 | Novato, CA: MSR, Inc. announces the appointment of two new international distributors for their acoustic tuning systems and products.

MSR's newly appointed distributor in Australia, Wavetrain Distribution is an audio/video distribution company specializing in dedicated cinemas and related products. In 2005, they were named Triad Speakers' International Distributor of the year and they now manufacture their own range of specialist acoustic treatments, cinema chairs, décor and lighting. Their success comes from close relationships with the best custom install companies in Australia. David Moseley, Director of Wavetrain Distribution, has over seven years of experience in Architecture and is one of only a few people in Australia who is THX® and ISF® certified to professionally calibrate A/V systems.

"I have known and worked with Wavetrain's director David Moseley for several years. His keen sense of audio technology design and business relationships will be great assets in the proliferation of MSR products in Australia," enthuses Anthony Grimani.

David Moseley comments, "Anthony Grimani trained me when he was involved in the THX program about 15 years ago. In Australia, I now lecture in Acoustics and offer Cinema Design Services to dealers nationwide. When it came to designing his acoustical products, Anthony started from scratch and developed a unique range of solutions that take the confusion out of cinema design while offering superior performance. We are extremely proud to be the Australian Distributor of MSR products and to be associated with a legend in the industry."

MSR's newly appointed distributor in Singapore is Clarity®, long recognized as a premier specialty AV company in Asia. Clarity has been one of the top distributors of Harman specialty products for many years, including such brands as Mark Levinson, Revel, Lexicon and JBL Synthesis. As well as distributing MSR's full range of acoustical tuning systems, Clarity will be installing MSR products in their showroom in Singapore at The Adelphi, the premier audio mall in Singapore.

Anthony Grimani commented, "We are excited to bring Clarity on board as our Singapore distributor, and I'm particularly delighted to see how things come back around over the years. Twenty years ago I worked with Patrick and Elsie Ong and met their eight year old son, Soon. Two decades later, Soon has taken over the family business and the torch has been passed. I'm very excited to be working with the new generation of Clarity."

For more info, visit MSR's website at: www.msr-inc.com – or call (800) 497-2087.

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, recording studios, and game developers. 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.

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