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FOR IMMEDIATE RELEASE

EAW Establishes Dedicated Europe Operation To Enhance Service To European Marketplace EAW Europe Focused Exclusively On EAW Brand; Initiative Includes Complete European Product Inventory & Dedicated Product Service Center

WICKFORD, Essex, UK – December 17, 2007 - Eastern Acoustic Works (EAW) has established a new operation – exclusively focused on the EAW brand – that dramatically upgrades the company’s ability to serve the crucial European professional audio marketplace.

The new EAW Europe, which officially opens its doors on January 2, 2007, is based in Wickford, Essex, UK, and is headed by Sean Martin, the company’s veteran European Sales Manager. He is directing a team of six full-time, highly experienced professionals who will work in support of the EAW brand and its European customer base.

The new operation offers the complete inventory of EAW products on the European continent in order to dramatically shorten delivery times. An expansive inventory of repair and replacement parts are kept on hand as well, with an EAW Product Service Center also instituted in Wickford, in very close proximity to the offices of EAW Europe.

“EAW Europe has been established to directly serve all of the specialized needs of our customers in Europe, streamlining not only the communication process but also the entire way we do business,” explains Sean Martin. “As EAW continues to move impressively forward in developing groundbreaking new technologies, those efforts are being matched by an uncompromising attitude in taking care of our customers, saving them time, expense and hassle.”

In addition to Sean Martin, the EAW Europe team is comprised of UK Sales Manager Moray McMillin, Application Support Group (ASG) Specialist Steve Badham, Service Manager Mark Keeble, Sales Administrator Juliane Becker and Office Manager Lesley Townsend.

“This is a team to truly be proud of,” notes Sean Martin. “These individuals bring years of hands-on experience to their respective positions, and that’s matched by their dedication to excellence on behalf of the organization and its products.”

The directive to establish a strong, dedicated EAW brand footprint is the brainchild of EAW Brand Group Vice President Jeffrey Cox, teamed with Sean Martin’s extensive knowledge and understanding of the unique needs of the European marketplace. It comes as the company continues to increase its focus on Europe’s pro audio community, highlighted by educational efforts such as the B4 Roadshow - conducted by EAW’s training and educational staff - held across the continent earlier this year. (Note that EAW also offers a dedicated office serving Germany, and this continues.)

“Not only is EAW a technology company; it is also absolutely committed to supporting its customers. This is something we’ve been addressing with exceptional energy over the past year - product service, technical support, enhanced product and company information communicated via an increasing number of channels, and so on,” states Cox. “The bottom line is that Europe has been, and remains, a very

important market for EAW. That's why we have invested the resources and personnel in establishing a dedicated EAW brand operation in Europe."

Specific location and mailing address for the new operation, effective January 2, 2007:

EAW Europe
Unit 3 Blenheim Court
Hurricane Way
Wickford
Essex SS11 8YT
E-mail inquiries should still be directed to Sean Martin at sean.martin@eaw.com

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Photo Caption:

Sean Martin, EAW European Sales Manager

NOTE - This photo and news release, as well as all other 2007 EAW news releases and photos, are also available at the EAW Press Room: http://www.eaw.com/about/news/2007_press_releases/

About EAW

Eastern Acoustic Works (EAW) is a global leader in producing high-performance professional audio equipment trusted by the most discerning professionals for every possible sound reinforcement application. EAW is a registered trademark of LOUD Technologies Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

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