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FOR IMMEDIATE RELEASE

Qatar-Based Creative Events Adds EAW UX8800 Digital Processors, KF760 And KF730 Series Line Arrays To Inventory

Whitinsville, MA – September 25, 2007 - Creative Events, a leading sound reinforcement company serving the Middle East, recently added EAW UX8800 digital processors with Gunness Focusing technology, as well as EAW KF760 Series and KF730 Series line arrays, to its growing inventory of top-flight professional audio equipment.

Creative Events is one of several companies of Creative Communication Group (CCG), a thriving full-service event management and production venture based in Qatar. Under the direction of managing partner Jalal Dudin, Creative Events provides sound reinforcement systems and services to numerous high-profile concerts, theatrical productions, festivals and other events held throughout the Middle East.

For example, a notable Creative Events project was supplying all audio, video and technical support at more than 110 sports venues during the 2006 Doha Asian Games 2006. In addition, they've supported first-time concert tours in the Middle East by performers such as Lionel Richie, Jose Carreras and the late Luciano Pavarotti, among many.

"After extensive research and consultancy from our experts in the events business, we decided not to waste our time or money with any brands other than EAW for our audio supply," states Jalal Dudin. "EAW is a worldwide technological leader in the design and manufacture of high-performance professional loudspeaker systems."

Creative Events is a member of ELAN (EAW Line Array Network), a valuable association network provided by the company that allows members to promote their inventories as well as secure additional EAW inventory when needed. The UX8800 and KF Series line arrays join other EAW components utilized by Creative Events, including SB Series subwoofers, LA Series loudspeakers, SM Series stage monitors and more.

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Photos:

Photos and captions of Jalal Dudin and the new Creative Events inventory are available in the EAW Press Room at 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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