



ULTRASONE

ULTRASONE of America, LLC

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ULTRASONE Partners with Monroe Products for Worldwide Distribution

FRANKLIN, TN – October 4, 2004 - **ULTRASONE of America, LLC**, the United States distributor for German headphone manufacturer Ultrasone AG, has signed a distribution deal with Monroe Products, a company that has garnered international acclaim for its patented Hemi-Sync® audio guidance technology. Through its web site (www.hemi-sync.com) and a direct mail campaign, Monroe Products will market Ultrasone headphones to their 500+ dealers.

“Working with a company like Monroe Products is an exciting venture for us,” says Cathy Kelly, Chief Operating Officer of Ultrasone of America, LLC. “Hemi-Sync’s technology requires headphones and/or speakers that can accurately represent the sound frequencies that each product uses. With Ultrasone’s patented S-Logic™ natural surround sound technology, Hemi-Sync users will be treated to an accurate and safe listening experience.”

With over 500 dealers, Monroe Products will be the largest seller of Ultrasone headphones in the United States. They will market and sell Ultrasone’s PROline HFI-650, HFI-550, and HFI-15G headphones.

“We don’t typically re-sell accessories like headphones,” explains Dan Reynolds, Director of Marketing for Monroe Products. “After reading about Ultrasone and trying the headphones, I was completely blown away and wanted to share the experience with our users.”

Ultrasone headphones employ the company’s patented S-Logic™ natural surround sound technology. S-Logic™ utilizes decentralized transducer positioning to reflect sound off the listener’s pinna, or outer ear, creating a natural three-dimensional sensation without the use of processing. S-Logic™ produces a stereophonic surround sound field that is perceived to be broad, detached, and located in front of the listener. Ultrasone is the only headphone

manufacturer to directly address the physiology of the ear rather than use electronics to generate a stereophonic sound field. S-Logic also reduces the risk of hearing damage by 40% while ensuring hours of fatigue-free listening. Finally, Ultrasones's patented PROline technology uses MU Metal shields to reduce the electro magnetic field (EMF) radiation by up to 98%, protecting your head from the harmful radiation.

For more information on Ultrasones headphones, please visit www.ultrasoneusa.com. For additional information Monroe Products, visit www.hemi-sync.com.

About Ultrasones

Based near Munich, Germany, Ultrasones AG has been manufacturing headphones for the audio market for over 12 years, during which time the company has developed and applied for more than 60 patents for its innovative technology. The company's unique, patented S-Logic™ technology creates natural surround sound without the use of additional electronic devices. ULTRASONES headphones represent a safer listening experience, not only by generating a 40 percent lower sensitivity for the same perceived loudness but also by offering shielding up to 98% of EMF radiation through the use of patented PROline (ultra low emission) technology. ULTRASONES headphones are available worldwide and distributed in North America by Franklin, TN-based ULTRASONES of America, LLC.

About Monroe Products

Based in Lovingson, Virginia, Monroe Products is dedicated to promoting the many uses of Hemi-Sync® technology for spiritual growth, relaxation, focused attention, pain management and enhanced well-being through the distribution of Hemi-Sync® tapes and CDs. Monroe Products acts as the commercial agent for The Monroe Institute. Founded in 1974, the nonprofit Monroe Institute is a research and educational organization devoted to the exploration and investigation of human consciousness. The Monroe Institute conducts residential programs at its facilities in Virginia.

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