

PRESS RELEASE

***Audix Rings in the New Year with New Band Packs***

**Wilsonville, OR, January 18, 2012** - Audix, the first company to release professional instrument mic pack ensembles to the market, introduces yet another exciting concept: the Band Pack! Two professional band packs, the BP5 PRO and BP7 PRO, contain five and seven piece, studio quality Audix microphones. Also new for 2012 are two affordable, equivalent band packs, the BP5F and BP7F. These combinations include five and seven microphones from the popular dynamic Fusion Series. The Band Packs were created with microphones that have been used by artists, engineers and sound companies for many years.

Audix co-founder and VP of Sales, Cliff Castle explains, "The Band Pack idea evolved after years of working together with artists and engineers on all performance levels. Because the Audix instrument microphone packs were a tremendous success, the next logical step was to offer complete ensembles which include both vocal and instrument microphones that complement each other and work in tandem. Staying true to our mic pack philosophy, we are able to provide pre-packaged microphone sets at a huge savings compared with purchasing the mics individually. "

The BP5 PRO is a five piece professional microphone pack which includes the D6 and i5 instrument mics, the industry standards for miking kick and snare drums. The D6 and i5 have proven to be the cores of any drum kit and the foundation for every groove. Add the world class OM5 lead vocal dynamic microphone and two OM2 dynamic vocal mics for support and you have five essential mics for any band or stage performance. The BP7 PRO is the same robust package with two additional microphones - the i5 dynamics, for miking guitar and bass cabinets as well as a wide variety of instruments.

Castle also states, "In order to satisfy all market demographics, Audix chose to offer the same Band Pack Pro configurations in our cost effective Fusion Series. Not to be underestimated, the Fusion Series mics offer excellent performance and affordability."

The Audix microphones selected for the Band Packs have an unsurpassed reputation for excellent live performance qualities: these mics are designed with tight polar patterns to achieve maximum gain before feedback on stage or with a house PA system. All of the instrument and vocals microphones offer clear and accurate sound reproduction and achieve high sound pressure levels without distortion. Aside from live sound applications, these microphones are also well-matched for recording and live broadcasts.

Suggested Retail Price:

Pro Band Packs - BP7 PRO \$975; BP5 PRO \$775

Fusion Band Packs - BP7F \$650; BP5F \$495

**About Audix** - Audix, a wholly owned American Corporation, was founded in 1984 in Redwood City, California. Moving to their home base in Oregon in 1991, Audix is a shining example of what can be achieved when a vision is fuelled by imagination, passion, persistence, and hard work. Audix is one of the most recognized microphone companies in the industry, consistently raising the bar in the pro audio world with innovative, award-winning products.

**About Mainline Marketing** - Founded in 1987 and based in Melbourne Florida, Mainline Marketing is an award-winning independent manufacturers' representation firm that manages sales, marketing and distribution for companies that produce professional audio and video equipment. Our main customer base consists of consultants, commercial audio visual integrators, broadcast and professional audio suppliers, music industry retailers and production / rental companies.

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