

Mainline Marketing, Inc.

PRESS RELEASE

HOSA TECHNOLOGY INTRODUCES BEATPORT DJ SERIES PRODUCT LINE

Buena Park, CA – January 19, 2012 - Hosa Technology, the leading innovator of analog and digital connectivity solutions for the modern musician, is pleased to announce the introduction of the new Hosa Beatport DJ Series product line. Designed to meet the requirements of every DJ—from those who aspire to the craft to both mobile and club artists—this new product group features premium materials, world-class workmanship, and enables Hosa Technology to serve as the one-stop-shop solution for DJs seeking to address connectivity issues with their equipment.

Beatport, the most trusted, respected, and authoritative brand in the DJ market, identified Hosa Technology as the go-to brand for this new partnership. As the number one resource for music, artists, record labels, industry trends, and culture in the world of electronic dance music, the new Hosa – Beatport partnership enables both companies to broaden their reach into the ever-expanding DJ ecosystem while offering DJs of all levels connectivity solutions optimized for their applications. The full Hosa Beatport DJ Series product line will be introduced at Winter NAMM 2012.

Featuring a broad assortment of Stereo RCA Interconnect cables that are coded in vibrant colors to aid in the identification of their function in dark environments, the Hosa Beatport DJ Series cables feature REAN connectors by Neutrik AG for the durability and serviceability performing DJs demand. Additionally, the initial group of Hosa Beatport products includes USB cables that feature a unique, pivoting USB connector—enabling a connection in the cramped quarters DJs typically encounter while performing.

All Hosa Beatport DJ Series cables exhibit the same performance characteristics—physical as well as audio—as other Hosa Pro audio cables. Thus, DJs can expect years of dependable, crystal clear audio performance and cables that wrap easily and lie flat on the floor during performances. Additionally, the initial product unveiling at Winter NAMM will include a 4-port USB 2.0 Hub that, like the entire Hosa Beatport DJ Series product line, exemplifies premium construction designed to endure the rigors encountered by today's performing DJ.

The new Hosa Beatport DJ Series product line is expected to ship Q2, 2012. While not yet finalized, MSRP is expected to range from \$15.55 for items such as the BYM-235F Stereo Breakout (3.5 mm TRS to Dual 3.5 mm TSF) to \$78.45 for the QRR-Q10XR2 Dual RCA to Right-angle RCA, 10-foot Stereo Interconnect.

About Hosa Technology

Headquartered in Buena Park, CA, Hosa Technology, Inc. is the leading supplier of analog and digital connectivity solutions to the musical instrument and professional audio industries. Since the company's inception in 1984, Hosa Technology's consumer-driven inventory has expanded to include a full line of audio, video, and computer products. Enthusiasts and professionals alike rely upon Hosa Technology to deliver world-class performance and value both on the stage and in the studio. For more information about Hosa Technology, please visit www.hosatech.com.

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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