



FOR IMMEDIATE RELEASE

Contact: Sara Griggs
(310) 821-0801
sara@griggsmedia.com

*Unprecedented Performance And Value Combine In The
All-New Cerwin-Vega! 'Intense' Portable Loudspeaker Line*

Advanced feature sets; premium materials and dramatic design hallmark
the company's entry-level line.

Chatsworth, CA February 9, 2005 - Cerwin-Vega! today announced that it is now shipping its all-new *INTENSE* line of portable sound reinforcements products. The products will made their North American debut at the NAMM Show in Anaheim in January.

The line is comprised of three new models with high levels of user-researched features, including titanium compression drivers, plywood cabinets and Cerwin-Vega's exclusive HighRoad horns for dramatically improved high-end performance and clarity.

"The *INTENSE* line represents a real step forward for Cerwin-Vega! and gives our customers a highly competitive alternative to the more traditional product lines in this segment", said Dave Froker, CEO of The Stanton Group - the parent company of Cerwin-Vega! "For the first time, we are able to produce an entry level line with the look and the feature sets usually found only in systems

costing far more. As a result, *INTENSE* is now the one to beat in this highly competitive product category.”

The INT-152 is an 8-Ohm, 2-way, 15-inch passive reflex design featuring Cerwin-Vega’s exclusive HighRoad horns for unprecedented sound clarity. Rated at 600 watts, with a frequency response of 50-Hz to 20kHz, the 152 is ideally suited as a stand-alone SR solution or for augmenting with the Int-118S subwoofer.

The INT-252 is a 4-Ohm design that features two 15-inch woofers with 2.5 inch high temperature voice coils and Cerwin-Vega’s all-new HighRoad horns. Rated at 1000 watts with a frequency response of 45 Hz to 20 kHz, the model 252 gives users the flexibility to use it as a stand alone, arrayed or in conjunction with the 118S subwoofer.

The INT-118S subwoofer features a single 18-inch transducer with a cast aluminum frame for added strength and reliability. This exceptional subwoofer employs a 3-inch voice coil for sustained power handling, the largest in its class. With a frequency response of 38 Hz to 500 Hz, the 118S is rated at 500 watts and can provide ample low-end fullness for a wide variety of SR applications.

“Our new *INTENSE* line continues to demonstrate the direction that the Cerwin-Vega! brand is headed,” said Froker. “Premium feature sets, the finest materials and construction as well as highly competitive pricing is what we promise our customers. We’re very proud of this new line and believe that it offers a real alternative to the product currently available in the market.”

Based in Chatsworth, California, Cerwin-Vega! has been a leader in the design, manufacture and distribution of loudspeakers for the home, mobile and

professional audio markets since 1954. Designed in pursuit of dynamic, accurate sound reproduction, Cerwin-Vega products are distributed throughout the world through a network of distributors and dealers in more than 75 countries. Cerwin-Vega, 9340 De Soto Ave. Chatsworth, CA 91311 818-534-1500 www.cerwin-vega.com