

FOR IMMEDIATE RELEASE

BBE SOUND INCREASES PRESENCE IN JAPAN

HD Audio Provider Adds Executives to New Tokyo Office

Huntington Beach, Calif., April 1, 2008 – BBE Sound, Inc., a leading developer of advanced sound technologies for the professional audio and consumer electronic markets, today announced the opening of its Tokyo office and the addition of three new professionals to its global licensing sales and marketing team. The Tokyo location was selected to support the company's growing licensing business serving leading consumer electronics ("CE") brands, many of which are located in Japan.

Heading the new office is **Mr. Takeo Kubo**, general manager for the Japan region. Responsible for sales and engineering for the Japan-based licensees, the industry veteran also oversees engineering support to the Korea and China-based licensees. **Mr. Yasutaka Toda**, sales engineering senior manager, will oversee existing accounts while also fostering new business in the Japan region. Additionally, **Mr. Katsuhiko Iida**, an audio industry authority, having many years of experience within the CE and automotive industries, is responsible for the company's audio licensing development and providing ongoing customer support.

"BBE's new Tokyo office will provide more immediate and effective support to our customers, which I believe will raise our level of awareness amongst the world's top electronics makers," said Steve Hase, vice president of sales and marketing of BBE Sound Licensing Division. "In addition, Mr. Kubo and his team bring invaluable knowledge and professional expertise that will support our future growth as well as enhance our reputation for superior sound quality within the CE industry."

"The market for high definition audio solutions is poised for tremendous growth," said Takeo Kubo. "Consumer electronics manufacturers reached a critical step with high definition video. Now, consumers are demanding the same level of quality from their audio experience, and we believe BBE Sound has the technologies to deliver that expectation."

To fully capitalize on the current trend toward HD audio, BBE Sound will continue to expand its sales organization. As a result of this growth, the Company will have the necessary resources in place to further its brand recognition, focus on cultivating cross-sell opportunities within its extensive licensee base and pursue new business opportunities.

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About BBE Sound, Inc.

Founded in 1985, BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world's leading consumer electronics manufacturers, such as Sony, Panasonic, LG, Samsung, Philips and many others, feature BBE technologies in products such as televisions, mobile electronics, telephones, automobiles, and personal audio systems, and they proudly feature the BBE Sound trademark which is recognized around the world as an indicator of superior sound quality. Music and sound experts depend on BBE Sounds' advanced hardware products and High Definition Sound technology to ensure that their full creative and musical expression reaches the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Based in California, the company has offices in Japan, Korea, China and Europe. For more information about BBE Sound or BBE technologies and products, visit [HYPERLINK "http://www.bbesound.com/" \o "http://www.bbesound.com/" www.bbesound.com](http://www.bbesound.com/).

Editors: For a photo of Mr. Kubo, please contact clocke@bbesound.com.

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