



## PRESS RELEASE

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### BBE SOUND OPENS OFFICE IN KOREA

#### *HD Audio Provider Expands Korean Regional Team*

**Huntington Beach, Calif., May 21, 2008** – BBE Sound, Inc., a leading developer of advanced sound technologies for the professional audio and consumer electronic markets, today announced it has opened a regional office in Seoul, Korea to support its growing technology licensing business. This is BBE Sound's second new office in the Pacific Rim following the opening of its Tokyo location last month.

Heading the new office as General Manager of the Korea region, is **Mr. JC Chung**. With over 20 years of experience within the Consumer Electronics ("CE") industry, Mr. Chung is well suited to strengthen BBE Sound's presence in Korea.

"The opening of the Korean office marks BBE's commitment to better serve our local customers," said Mr. Chung. "With our knowledge of this region and previous experience, combined with BBE Sound's renowned audio technology offerings, we will be able to provide Korean CE makers with unparalleled audio solutions."

"Growing our licensing business is a fluid process that requires dedicated focus and expertise," said Steve Hase, vice president of sales and marketing of BBE Sound Licensing Division. "Having an office near our key Korean CE licensees will propel us toward our short- and long-term company goals."

#### **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 phones, car audio 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

**BBE Sound Opens Office in Korea (Continued) . . .**

May 21, 2008

Page 2 of 2

more information about BBE Sound or BBE technologies and products, visit [www.bbесound.com](http://www.bbесound.com).

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