

April 28, 2009.
MIAMI, Florida

The Hot Miami Beat SPYN Ramps Up Ad Campaign



The heat is on, the Miami beat is hot and SPYN is right there. Flashing excitement in oranges and pinks, SPYN's latest successful advertising campaign promotes the company's pro-audio products.

"In these challenging economic times, our approach calls for sustaining and even increasing brand awareness and market share through aggressive advertising," says company director Victor Levis.

After conducting a market analysis and consulting its distributors, SPYN's marketing team chose the Miami-themed campaign that echoes the company's Miami location.. The campaign targets users of pro-audio equipment in the U.S., the Caribbean and in Latin America.



"We believe strongly in supporting our dealers. They get top quality goods at affordable prices and we help generate sales and enthusiasm for our products by creating effective advertisement," says Levis.

So far, ads have appeared in *DJ Times* and *Mobile Beat* (which focus on consumers), *Club World* (directed to installers) and *Music Trades* (targeting dealers). SPYN has also covered the company's international market by producing Spanish-language ads for *Musica y Mercado*, a publication distributed throughout Latin America and Spain.

Besides implementing the advertisement campaign, the 17-year-old company has been expanding its ambitious market by selling to the Midwestern U.S. states and throughout the South East and New England areas.

For further information about SPYN's pro audio equipment, or to place an order, please contact a company representative at 1-800-649-6093. Visit us online at www.spynaudio.com.

Vico, ideally you should accompany the press release with photos of the ads themselves or even a collage of front page covers of the magazines. Magazine covers should clearly display the name of the publications mentioned above. It should be colorful, bright and eye-catching. The copy is not as important as a good colorful show of the ads.



SPYN

"Dollar for watt, you can't beat it! Solid, rugged, reliable - everything you would want in an amp."

Vinny De Stefanis - General Manager
Sound and Lighting Solutions

"At Sound and Lighting Solutions, we offer a large variety of gear, but very few products offer the value and performance of the SPYN SRX-3300."

Jay Krause - Owner
Sound and Lighting Solutions
Ft. Lauderdale, FL
www.slsstore.com

SPYN SRX-3300
Delivering 4400 watts of crystal clear power

LAUGH ALL THE WAY TO THE BANK....

The SPYN SRX-3300 is creating quite a buzz among audio professionals who are looking for high power, superior performance and unmatched reliability in a power amplifier.

In independent comparisons by premier audio retailers and contractors, the SRX-3300 either performed on par with, or exceeded the performance of other top brands costing two to three times more than the SPYN. In fact, the SRX-3300 offers the best "dollar-to-watt" ratio on the market and is backed by a 3-year no-nonsense parts and labor warranty.

But don't take our word for it, visit the professionals at Sound & Lighting Solutions or any authorized SPYN dealer and hear for yourself in a side by side comparison.

We're certain you will find something else to spend the other half of your money on....

Take Your Ears for a SPYN



SPYN AUDIO, MIAMI FLORIDA 800-649-6093

Check out the SRX-3300 and the rest of the fine line of SPYN Audio products at
www.spynaudio.com