



PRESS RELEASE

For Immediate Release

MSR Adds Veteran Industry Sales Expert to Tune Up Sales Growth in 2012

23 February 2012 / Novato, CA: Media Specialty Resources, Inc. (MSR), the highly respected supplier of acoustical tuning systems, announces the strengthening of their sales and marketing team via the addition of industry expert, Richard A. Frank. With more than 30 years of experience on all sides of the desk, Frank brings his unusual level of sales creativity and marketing savvy to MSR. He will be taking a proactive role with dealers, and developing sales and marketing initiatives that are in tune with today's marketplace.

According to MSR President, Anthony Grimani, "The market for acoustical tuning materials is growing significantly among home entertainment enthusiasts. They are discovering the incredible improvements provided by our products. Richard's deep understanding of the marketplace and his impressive history of sales development makes him the ideal catalyst to help our dealers grow."

MSR's award-winning Dimension4™ line of products, developed by Grimani and his team, is unusually sophisticated, and is organized into an intelligent system that is easy for dealers to work with.

Looking at the pathway ahead, Frank had this to say, "I can't wait to bring the benefits of Dimension4 products to dealers. MSR tuning systems deliver terrific improvements in sound quality. They are well built and very attractive. They represent new profit opportunities. And they dramatically improve the performance of everything else the dealer sells. We'll work together to make them proficient in the sales of these systems and materials. Our dealers are going to be thrilled."

Richard Frank will be based out of Orange County, CA, while the rest of the MSR team is in Novato, CA. He will be active in all segments of MSR business.

About Media Specialty Resources, Inc. (MSR)

Founded in 2003 by partners Anthony Grimani, veteran of Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award®-winning producer and engineer, MSR develops and provides specialized acoustical tuning systems that optimize the listening experience for media rooms, home cinemas, audiophile environments, and recording studios. MSR also produces a range of products for sound isolation, noise control, and sound absorption for all structures, including residential, commercial, high-

density high-rise living spaces, hotels, houses of worship, and more. MSR is headquartered in Novato, California, with satellite offices in Los Angeles.

For more information on MSR Inc., visit our website at: www.msr-inc.com

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