



## PRESS RELEASE

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*For Immediate Release*

# MSR Announces New Distributors in Mumbai, India and the Dominican Republic

**16 August 2011 / Novato, CA:** MSR (Media Specialty Resources, Inc.) announces the addition of two new international distributors. MSR's global expansion is fueled by high-end residential building and renovation trends, and the revenue opportunities that these burgeoning markets are finding in the areas of acoustical design, specification, and tuning.

**Trescent Lifestyles** in Mumbai, India, distinguishes itself by providing customers with a wide variety of premium brands for those who crave the ultimate audio/video/entertainment experience. And now Trescent has added MSR's Dimension4™ line of acoustical tuning systems to its premier-quality product offerings. Trescent also provides custom installed solutions where customers can try out a simple two-channel audio system or explore the outer realms of home automation.

According to MSR sales manager, Ben Goldman, "Both PMI and MSR worked with Trescent Lifestyles on a large project in Mumbai. We were quite pleased with both the professionalism and capabilities of the firm and invited them to explore further opportunities in distributing MSR Acoustics in India. We are delighted to appoint Trescent Lifestyles as our newest distribution partner."

MSR's new distributor in the Dominican Republic, **HTE Distribution**, is a spin-off of the highly successful CE installer, TI Ingenierios (TII) which has served this region since 2002. In 2008, TII launched HTE (named for their HomeTech Experience showroom). With extensive knowledge in lighting controls, integration, and automation, HTE specializes in dedicated home cinemas and related products.

According to HTE's COO, Francisco Santana, "Anthony Grimani trained us in Acoustics and Cinema Design in a CEDIA course a few years ago, so when we learned he was designing his own acoustical products we just had to have them. He has developed a unique range of products that helps the cinema design process, and makes it fairly simple to achieve superior performance. We are extremely proud to be the distributor of MSR products in the Dominican Republic and to be associated with a legend in the industry. We hope to expand beyond the DR in the near future."

**Both distributors will carry a complete range of MSR's Dimension4™ products, including Symphony, Sonata, Concerto, and Melody systems.**

### **About MSR Inc.**

Founded in 2003 by partners Anthony Grimani, veteran of Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award-winning producer and engineer, MSR (Media Specialty Resources, Inc.) develops and provides specialized acoustical tuning systems 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](http://www.msr-inc.com)

For more information on Trescent Lifestyles, visit their website at: [www.trescent.com](http://www.trescent.com)

For more information on HTE Distribution, visit their website at: [www.tiingenieria.com](http://www.tiingenieria.com)

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