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NEWS RELEASE

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JBL PROFESSIONAL HIRES MARTIN SEIDL AS EUROPEAN SALES DIRECTOR

NORTHRIDGE, CA – JULY 29, 2002 – JBL Professional has named Martin Seidl as the company's new Director of European Sales. Seidl comes to JBL with a solid background in professional audio. After studying Sound Engineering at the University of Music and the Performing Arts in Vienna, Austria, Seidl went on to receive his MBA from the University of Minnesota and the Vienna University of Economics.

Seidl brings to JBL years of industry experience. He set up Crazy Sound Productions (CSP), which specialized in the management of performers and promotion activity for various shows in Austria, Germany, Switzerland and Italy. Seidl went on to become International Sales Manager for AKG Acoustics – a position he held until this year when he joined JBL Professional. “Martin brings with him years of industry experience and a vast knowledge of the European market,” stated Doug Daniel, VP of International Sales. “We’re delighted to have him on our International Sales team.”

“Since music has been a major part of both my private and professional life, I have always been aware of the superior quality and performance of JBL speakers,” said Seidl. “They have been my first choice on stage as well as during my time as a recording engineer in various studios. It is a thrilling experience to now be part of this leading brand.”



Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Pro website at www.jblpro.com.

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