

**WINTER NAMM BOOTH #7800
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Contact: Travis McGee, Griffin Public Relations
& Marketing
(212) 481-3456 Ext. 24
Tmcgee@griffinpr.com

**B.A.L.S. IN THE AIR WITH JBL VERTEC® LINE ARRAYS
FOR SODA STEREO'S SOLD-OUT SHOWS**

ANAHEIM, CALIFORNIA, January 17, 2008 — Demonstrating the premium fidelity, uniform coverage and high output of JBL VERTEC® line arrays, Buenos Aires Live Show (B.A.L.S.) provided live sound reinforcement for a series of concerts in Buenos Aires featuring Soda Stereo, the most popular rock band in Latin America. The six shows were held at the River Plate Stadium (Estadio Monumental) and drew more than 450,000 fans.

The shows in Buenos Aires kicked off Soda Stereo's "Me Veras Volver" tour, which also included performances in Chile, Ecuador, Mexico, Peru and the United States. It is the band's first tour since September 1997—their farewell performance, "El Ultimo Concierto," was also played at the River Plate Stadium.

While Soda Stereo initially planned to play only two concerts at the River Plate Stadium, tickets sold out so quickly that the band added another four shows at the venue. All six shows drew capacity crowds of 75,000 people. B.A.L.S. provided live sound production services for all six performances, including a sizeable VERTEC line array system.



B.A.L.S. deployed a JBL VERTEC line array system for six concerts featuring Soda Stereo at the River Plate Stadium in Buenos Aires.

Federico Sainz, chief engineer for the B.A.L.S. system used for the Soda Stereo shows, deployed main left and right hangs of 16 VERTEC VT4889-1 full-size line array elements per side, plus four VT4887A compact line array elements per side, configured as downfill units.

According to Sainz, the event promoter, audience and band were all very satisfied with the results, as Buenos Aires Live Show's new VERTEC system met and exceeded the high standards for one of Latin America's biggest live sound events of the year. "Adrian Taverna,

Front of House Engineer for Soda Stereo, was very happy with the system's coverage and its high output," Sainz said. "Now he is asking us, when will B.A.L.S. have more of these VERTEC loudspeakers available?"

"The deployment of VERTEC line arrays for the Soda Stereo concerts in Argentina is a high-profile example of VERTEC's growing global acceptance as the ideal line-array solution for concert and tour support," said David Scheirman, Vice President of Tour Sound, JBL Professional. "Moreover, Buenos Aires Live Show's expert application of their large, new VERTEC system demonstrates the coming together of the latest world-class technology with some of Latin America's most experienced live sound professionals."

For more information on BALS, please contact jlopez@baliveshow.com or visit www.baliveshow.com

About JBL Professional:

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 the proud recipient of the 2005 Technical GRAMMY® award. 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 Professional website at www.jblpro.com.

About the Harman Pro Group:

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