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## NEWS

### FOR IMMEDIATE RELEASE

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### LEADING U.K. RENTAL FIRM SSE HIRE ADOPTS JBL VERTEC SYSTEM

NORTHRIDGE, CA – APRIL 26, 2002 - SSE Hire Limited have announced today the company's commitment to add the JBL VERTEC line array system to the firm's hire inventory. The system will be purchased immediately and launched on a series of high profile events in the summer of 2002.

The directors of SSE Hire Limited have released the following statement:

“Having identified that VERTEC provides significant benefits over other line array systems, especially in the areas of acoustical performance, equipment handling, and quality of construction, we concluded that the system represented a wise investment for our company. We are looking forward to developing applications for the system that are appropriate for our clients and have been particularly pleased and impressed by the technical support that has been provided by the JBL Professional team.”



JBL VERTEC Array, weighing only .435 metric ton (960 lbs.), high atop SSE Hire's proprietary Teepee ground support system.

SSE Hire joins a growing group of professional audio rental firms worldwide that offer the VERTEC line array system. “We’re very pleased to enter into a productive relationship with SSE Hire,” stated David Scheirman, Director of Tour Sound for JBL Professional. “This is a skilled, veteran company with a global reputation. Everyone at JBL Professional and at Arbiter Pro Audio joins me in welcoming SSE Hire into the VERTEC system user group.”

Ongoing sales support and technical services for SSE Hire will be provided by Arbiter Pro Audio, distributor for JBL Professional products in the U.K. SSE Hire Limited can be reached in Birmingham, England at +44 (0) 121-766-7170. Full company details are available on the worldwide web at <http://www.sse-hire.com>.

Headquartered in Northridge, CA, JBL Professional is the world’s leading designer, manufacturer and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring and 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](http://www.jblpro.com).

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