



qsonix NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Roberta Lewis • Roberta Lewis & Assoc. Public Relations
Tel. 713/665-8758 • Email: rlewis@robertalewis.com



The OAC Group, Roberta Lewis and Qsonix's founders pictured with their new Music Jukebox, QJB110.

QSONIX PICKS TOP INDUSTRY MARKETERS FOR “GREAT LEAP”

THE OAC GROUP, ROBERTA LEWIS BOOST MARKETING, BRANDING AND PUBLIC RELATIONS

Westlake Village, CA (October 22, 2007) – Qsonix, creator of the industry-reference digital music management system, announces a new service alliance with two home entertainment marketing powerhouses: **The OAC Group** and **Roberta Lewis & Associates**. The dual partnership delivers decades of consumer electronics experience and brand-selling muscle to Qsonix.

According to **Mike Weaver**, president and co-founder of Qsonix, “Our outstanding technology and combination of products has driven our growth. Teaming up with The OAC Group and Lewis gives us the springboard for our next great leap forward – even wider acceptance and penetration of the home entertainment and custom electronics business segments.”

The OAC Group, along with its long-time partners Oscar Ciornei, Joshua Cooper and Roger Goff, is a well-regarded CE consulting firm offering clients management coaching, brand identity, product development, premier designs and astute marketing. Qsonix selected The OAC Group because of its outstanding record in fast-tracking companies. Over its history, OAC has assisted the growth of over 100 companies in the Consumer Electronics, Custom Integration and Music industry channels. Ciornei, OAC’s founder said, “What impresses us about Qsonix is their comprehension of music management systems with dedication to quality sound along with their extremely talented team of technologists and business partners. OAC’s background in the Music Entertainment and Custom industry makes their growth-requirements fit like a puzzle-piece with what the OAC team offers.”

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Houston-based Roberta Lewis & Associates was chosen as Qsonix's agency of record, to handle their domestic and international public relations. It is widely recognized for its knowledge and experience in the home entertainment retail and custom integration channels, offering leadership, longstanding relationships and extensive industry expertise. Roberta Lewis & Associates is skilled in new product introductions, positioning, media placements and marketing. "Our appointment as Qsonix's PR agency makes a great match," states principal **Roberta Lewis**. "Qsonix's fun and engaging product line-up has a lot to offer both dealers and consumers. We are excited to be apart of their dynamic team. And you've gotta love that Jukebox!"

About The OAC Group

The OAC Group is a well-regarded consulting firm offering its clients emerging technologies, premier designs, brand identity, astute marketing and management coaching. Over its history, the OAC team has managed, consulted, and assisted in the growth of over 100 companies primarily in the Consumer Electronics and Music Entertainment/Delivery business. Most notably are its involvement with A-BUS, Atlantic Technology, Boston Acoustics, DTS, GRP Music, Konica, Russound, SpeakerCraft and Telarc. Their product, design and management skills have received global recognition and their leading edge products & designs have been awarded numerous patents. Visit www.theoacgroup.com for more information.

About Roberta Lewis & Associates Public Relations

Roberta Lewis & Associates provides public relations and marketing services for the consumer electronic industry. It offers public relations and management solutions that help maximize impact and growth in the CE marketplace, and works with manufacturers and representatives, dealers and integrators nationwide. A long-time active member of both CEDIA and CEA, the Lewis team has received outstanding recognition of its efforts for national and international clients. For more information, visit www.robertalewis.com.

About Qsonix

Located in Westlake Village, California, Qsonix is a market innovator and leader in providing user-friendly digital media technologies. With its world-class user interface, Qsonix offers the most reliable and truly friendly digital music management systems available. Qsonix products address a wide variety of lifestyles, tastes and environments. Consumers and businesses alike can quickly and easily store, organize and playback music without the hassle.

For additional information about Qsonix and its innovative products, please visit www.qsonix.com or contact Mike Weaver, President/co-founder at mike@qsonix.com, 877-4QSONIX or 877-477-6649.

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