



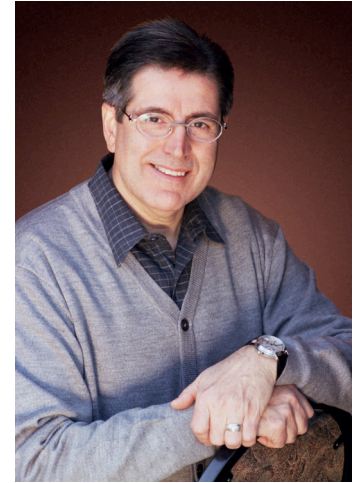
# **qsonix** NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**Media Contact:**

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

See *Qsonix, Booth #1026 EHX Fall 2007 Expo*



Oscar Ciornei

## **CIORNEI NAMED CEO AT QSONIX**

### **INDUSTRY EXECUTIVE ACCELERATES MOMENTUM FOR COMPANY**

**Westlake Village, CA (November 01, 2007)** – Qsonix announces consumer electronics industry leader Oscar A. Ciornei as its new CEO and with that announcement elicits buzz. Ciornei, founder and CEO of The OAC Group, is a visionary and results-driven leader in the field. The firm he founded is recognized globally for product design, branding and management skills. Innovations originating while Ciornei has been at the helm have been awarded numerous patents and global industry merit.

Under Ciornei's direction at The OAC Group, more than 100 clients quickly reached record goals through strategies such as operational system and product redesign, cost reduction tactics, negotiation of overseas manufacturing and global sales relationships. Most notable was their key involvement with A-BUS, ADA, Atlantic Technology, Boston Acoustics, DTS, GRP Music, Konica, Russound, SpeakerCraft and Telarc.

Ciornei has served in nearly every sector of the music and audio industries as a music producer, sales representative, consultant, board member, licensing liaison, interim leader and executive.

Now as head of Qsonix, the company that created the industry-reference digital music management system, Ciornei will focus his creative brand management skills and marketing know-how on expanding the Qsonix market share and awareness.

Mike Weaver, president and co-founder of Qsonix said, "Oscar Ciornei is a proven leader, master marketer and global sales expert. Qsonix has developed an innovative, technologically savvy product



# **qsonix** NEWS RELEASE

that produces great sound. The next level for us is to get the word out to dealers, music enthusiasts and music service providers. Ciornei is the guy to make that happen.”

Bob Dulsky, chairman of Qsonix said, “Oscar’s background is ideally suited for Qsonix. His diverse background enhances our unique and timely product category. Oscar will help us establish a team of dedicated sales reps and international sales agents committed to changing the market mindset from one that sells CD players, MP3s and poor quality downloads to one that stores and downloads HD Music and manages this music like never before.”

Ciornei said, “Founders Mike Weaver, Doron Ben-Zvy and Kelly Gamble, along with their team, have built a music management system heavyweight contender in Qsonix. I see a ground floor opportunity now to take this company where it is poised to be...in the center ring.”

Ciornei’s past industry positions as part of The OAC Group offering include CEO of Atlantic Technology, COO and chief architect of Russound, President & CEO of Sheffield Lab Recordings, President of Audio•Video Experience, a three-year position as board member of the Consumer Electronics Association (CEA), a seat on CEDIA’s Manufacturer’s Council and membership in CEA’s Distributed Audio Alliance.

The Ciornei announcement is the latest in a string of Qsonix news. Most recently, the company inked new service alliances with The OAC Group and Roberta Lewis & Associates; unveiled a digital music management system with a nostalgic design; introduced the Q110 new generation system; and launched its MusicGiants™ store.

## **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. Consumers and businesses alike can quickly and easily store, organize and playback music without the hassle.

For additional information contact Mike Weaver, President/co-founder at 805/405-3898 / email: [mike@qsonix.com](mailto:mike@qsonix.com). High-resolution photo images are available at [www.qsonix.com/press](http://www.qsonix.com/press)

# # #

All rights reserved. All brands and trade names are the property of their respective owners.