



## FOR IMMEDIATE RELEASE

### TRUAUDIO Introduces Online Ordering System

**SALT LAKE CITY, UTAH – June 1, 2003** – TRUAUDIO announced today the deployment of its new online ordering system. Set to go live June 15th, the website features an easy-to-use shopping cart and will offer round-the-clock ordering capability and promotions to TruAudio's dealers, via an exclusive and secure website.

Designed specifically for TruAudio authorized dealers, the online ordering system is powered by Storefront and features the latest in shopping cart technology and security. Upon logging on with their unique ID and password, Dealers will be able to browse thru TruAudio's full line of architectural and freestanding loudspeakers and place orders online, anytime, anywhere. The easy-to-use interface will offer credit card payment and dealers will find special pricing and promotions on products they order thru the website. TruAudio is also offering FREE shipping on any order placed online within the first three months.

"In looking for a way to make things easier for our dealers, it just made sense to offer this new service. Our commitment has always been to our dealers. We wanted to offer a service that was easy to use, fast, and most importantly, secure," – Brent Howard, Pres. TruAudio

#### ABOUT TRUAUDIO

TRU believes in architectural speaker innovation, TruAudio designs and manufactures a full line of premium-quality custom audio products. Our engineers go to great lengths to make sure our in-wall, in-ceiling and outdoor loudspeakers blend into any background, yet deliver unforgettable performances. We sell our audio products only through a limited number of Certified TruAudio Dealers across the country. Each dealer meets our high standards for premiere customer service and flawless installation. TruAudio absolutely backs up every set of TruAudio speakers with a Lifetime Warranty.

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