



FOR IMMEDIATE RELEASE

TRUAUDIO conducts First REP RETREAT with Outstanding Results

SALT LAKE CITY, UTAH – July, 2004 – TRUAUDIO invited all of the representatives from around the country to the corporate offices of TruAudio in Salt Lake City Utah for the first Rep Retreat from July 9-12, 2004. There was one and a half days of “classroom” meetings followed by one day plus of fun at the TruAudio ranch.

The classroom part of the weekend was designed to be a very interactive session. TruAudio knew that lecture oriented seminars are typically about as exciting as watching grass grow. The meeting revolved around a variety of subjects. Some subjects covered were identifying who TruAudio is, how it is positioned in the market, the direction of the company for the future and how the company is measured against the competition. Reps broke out into groups and discussed various topics, then brought their views and ideas back to the entire group.

We also spent a lot of time on the subject of what TruAudio can do for dealers and reps. Since TruAudio is a company that actually listens, and takes action on ideas from our dealers and reps, this session was especially beneficial. It allows TruAudio to get better with practical solutions rather than just speculating what is needed and wanted in the field. Current and new products were reviewed; there was technical training, discussions about better programs and a lot of question and answer time. The feedback forms that the reps completed anonymously at the end of the seminar were extremely positive and completed without any threats of reducing commissions or stranding them in the middle of Utah.

One of the key people at TruAudio has a ranch about 2 hours outside of Salt Lake which is where we spent the rest of the Retreat. The first evening everyone got to enjoy an incredible full blown Bar-B-Q cooked right there at the ranch. After the meal the reps gathered around the campfire which blazed late into the night and did the “bonding” thing. The next day was a plethora of outdoor activities. Everyone enjoyed a combination of 4 Wheeling, Horse Back Riding, Golf, Shooting Assault Weapons (in a BIG field), and Ping Pong. The day was capped off by a few rounds of Paint Ball battles. TruAudio rented a bunch of Paint Ball guns, goggles, and a few thousand rounds of ammo. No winning team was truly decided, but there were a lot of clothes that started one color and came back another. The night was capped off by another huge Bar-B-Q, card playing and cool down time.

Overall, it was a fantastic experience for business and fun. The reps told us that it was time well invested and we got a big thumbs up to do it again next year.

ABOUT TRUAUDIO

TRU believers 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.

###

Contact:

Mark Cichowski
949-472-4141 – Direct
801-746-3777 – Main #
801-746-3774 - Fax
2875 West Parkway Blvd.
West Valley City, Utah 84119
E-mail: markc@truaudio.com
Web site: www.truaudio.com