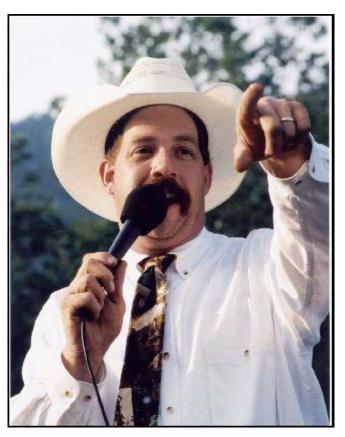
News Release

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TOP NATIONAL RODEO ANNOUNCER RICK WARD ENDORSES ELECTRO-VOICE® (EV®) MICROPHONES AND LOUDSPEAKERS



Burnsville, MN (September 2004): Electro-Voice is pleased to announce that top national rodeo announcer Rick Ward has joined the EV family of microphone endorsers. Rick, who was recently voted Announcer of the Year by the North American Bullriding Association, is one of the busiest names in the business, with a schedule that keeps him busy over 70 nights a year at rodeo competitions and monster truck shows around the United States. Rick's signing as an EV mic endorser makes sense – he's already a dedicated user of EV's heavy-duty, weatherproof Sx500PI+™ loudspeakers.

and now he has a wireless mic system as equally road-proven: The **RE1**™ with **N/D767a**™ capsule. For a wired mic, Rick uses the **N/D267as**™ with on/off switch. Rick explained how working with EV makes a difference in this fast-paced world:

"When people think of rodeo, images of bucking bulls, wild broncs, and cowboys come to mind. However, in the 21st century arena, rodeo has grown into a multi-million dollar sport, requiring high quality sound production. The rapport I establish with the audience and the music I play to add to the atmosphere are essential parts of the fans' experience at the show – I fill in the sonic details while the competitors go for an eight second ride or tie a calf at lightning speed. For this, I need to use sound reinforcement equipment that is loud, clear and reliable. EV hasn't let me down so far."

Ward added: "The ambience at a rodeo isn't too different from that of a large rock concert. Couple that with the athleticism of a ballet, and you have a unique entertainment event - out of control yet graceful. These competitions and shows have been both testing grounds and battlefields for my audio

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equipment. My gear must endure adverse conditions - dust, rain, and wind. On one such occasion, an unexpected thunderstorm arose producing 60 mph winds. Six of my EV Sx 500PI+ boxes were blown down from a sevenfoot scaffolding and crashed into and across the arena, just as the performance had closed. After a brief inspection the following morning, I discovered no damage occurred to the speakers. They performed perfectly the next night. In addition, the water shield design on the PI+ models is one of the greatest innovations for this market. The reliability and dependability of the speakers is second to none. For my money, the EV Sx500PI+ really is 'ten feet tall and bullet proof!' I've been using the RE1 wireless with N/D767a handheld for a few weeks now, and am really impressed – it has the lowest self-noise of any mic system I've ever used, and finding a clear frequency is as simple as pushing a button (ClearScan™). My job is all about my voice, and the 767a head is warm and clear sounding across every bandwidth – I love it. Again, EV adds value to their products by building in details that both work hard and save time on the road."

In closing, Rick offered a thought on why pros opt for EV equipment: "Some companies claim less expensive pro audio gear, but there are also smaller cars and thinner steaks!"

For full details on all Electro-Voice products, please visit www.electrovoice.com

Electro-Voice® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS™, Dynacord®, Midas®, Klark Teknik®, University® and others.

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