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VIDEO EQUIPMENT RENTALS (VER) ADD TO INVENTORY WITH 6 NEW MIDAS® HERITAGE 4000™ MIXING CONSOLES



L-R: Mitch Mortenson (Midas Service Center), Matt Larson (Midas/Klark Teknik USA), Joe Casanova (VER), John Gomez (VER), Brady Belavek (VER) with the Heritage 4000

Burnsville, MN (May 2004): With 14 offices around the U.S., Video Equipment Rentals (VER) (www.verrents.com) offers the nation's largest inventory of A/V, audio, broadcast and computer equipment, constantly updating their comprehensive range to provide their customers with the best equipment available. VER's recent purchase of 6 new Midas Heritage 4000 mixing consoles reflects this commitment. The Heritage 4000 offers unmatched flexibility as a dual-purpose console with an amazing 40 aux sends, plus stereo masters, total output control, and XL4 mic pre-amps and EQs. The Heritage 4000 was designed to be the World's most powerful monitor console -- a tool built to work with the multiple in-ear monitor systems that are becoming the norm in contemporary productions -- all with Midas's famous built-in roadworthiness and reliability.

Three of VER's Audio team -- Brady Belavek, Joe Casanova, and John Gomez – recently visited Telex Communications, Inc.'s USA headquarters in Burnsville, MN, for training on the latest technologies from Midas & Klark Teknik, with Midas/Klark Teknik's Matt Larson.

Brady Belavek commented: "The Heritage 4000 is a really versatile desk, and is going to be unbeatable for numerous applications across every

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market: press tours, corporate events of any size, and, of course, concert front of house and monitors. It's going to be especially useful in the corporate world, as the engineer can fully program the show, have all his cues in line, ready to go, show after show."



Matt Larson shows the VER crew new equipment from Klark Teknik in the Telex Communications Academy

Joe Casanova added: "A lot of the A/V companies were using their standard desks for corporate applications, bringing in a sound company with a large-format board to run the band. With the Heritage 4000, we can take care of everything with one console, with the assured performance of Midas preamps and EQs."

Aside from the technological advantages of the new Heritage, the Midas name alone carries the reassurance of brand reputation and recognition. John Gomez commented: "Midas is the industry standard, period. If people know you carry Midas, you get a lot more business with peripheral equipment. People come to us as a one-stop shop, hiring systems centered around Midas consoles. The Heritage 4000, with its extended capabilities, is simply going to reinforce that sense of convenience and utility. Plus the client knows that no one is going to turn them away with a Midas."

Matt Larson added: "It's not that a customer is calling up with a request for 40 aux sends every day – it might be 27, 30 or 32. The Heritage 4000 simply

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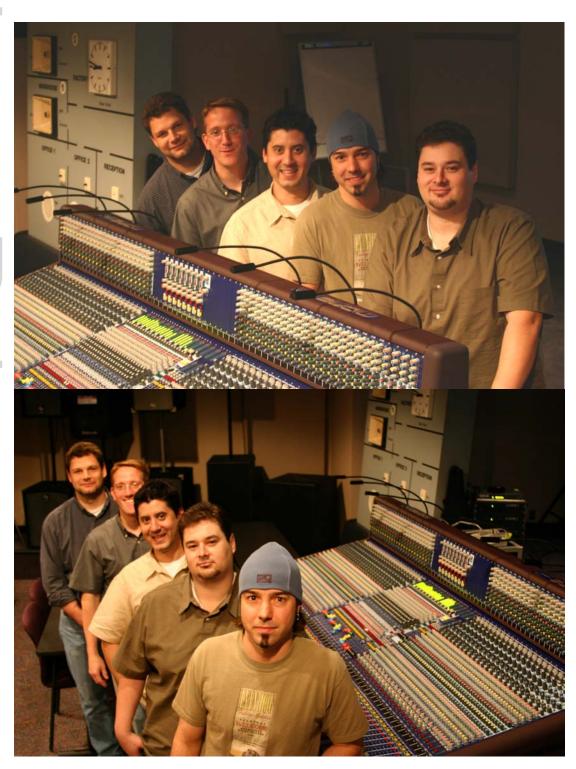
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affords a rental company the headroom to fulfil the requirements of any production scenario that may arise, without compromise, all in one unit."



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