News Release

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CANADA'S AXETREME FEST "BATTLE OF THE HIGH SCHOOL BANDS" HITS THE ROAD WITH ELECTRO-VOICE® LOUDSPEAKERS, PROCESSORS AND POWER AMPLIFIERS

Calgary, AB (March 31, 2003): Western Canada's top music, light, sound and video rental and retail stores Axe Music (www.axemusic.com) have a particularly dynamic reciprocal relationship with their younger customers. Each year they enlist the help of corporate sponsors like Electro-Voice to put on the AXEtreme Fest tour, which offers high school bands across Western Canada the awesome opportunity to perform competitively with pro quality equipment for the prize of opening up for some of rock's top acts. Billed as "the ultimate high school battle of the bands tour," Axe Music provides schools with full promo backup across all media, and offers the winners professional photography, rock star treatment, and a complete set of WAVE files to record their demos. Last year's winners played with the Tragically Hip and Nickleback. This year's winners get to play on the 'B' stage at Stage 13, one of the biggest shows on the Canadian rock calendar, after being selected by celebrity judges. Axe Music's Calgary Service Manager Pat Trofin described the Electro-Voice gear used at this year's fest, the preliminary rounds of which are already underway in Edmonton high schools:

AXEtreme Fest Competitors Rock the House in Calgary

"The AXEtreme Fest comes to Calgary on April 11th. This is a non-profit festival that gives young musicians a taste of the live music business, including setting the gear up and tearing it down. The tour also gives the kids a chance to perform with pro audio gear that is probably out of financial reach for most young bands, and even their schools. Axe's

professional sound and lighting technicians are also on hand to mix and run the light show. Mark Kulas of (EV reps) KMT Pro Audio Group and Gayle Remarcik (EV Customer Service Rep, Canada) were especially helpful in getting this whole thing off the ground with quality equipment. The entire FOH power, processing and loudspeakers are all Electro-Voice. The EV portion of the system consists of four MTL-1X subs, four Xi 1152 full-range boxes for mains, and two amp racks, each of which contains a Dx38 digital processor and two P3000 amplifiers. It's a versatile workhorse of a system that accommodates all the various styles and sounds easily, often in some acoustically unforgiving school auditoriums. We've had some help from some of the other vendors that we deal with as well, particularly with the back line and processing. The bands have twenty minutes on stage, and use their guitars, pedals and sticks - nothing else. It's a great chance for these kids to play through some seriously good gear; they get to sound great, and it keeps it all fair."

"We've used the same EV loudspeaker system for each of the three yearly festivals, and this will be our second time out with the EV amplifiers. I also use this system for other projects, such as smaller corporate events. My experience with all the EV products in this PA has been great; they sound excellent and they're extremely durable. This EV reliability partly contributed to some changes made in our rental inventory. I'm particularly interested in using the lightweight, high-output SxA self-powered speakers on future projects similar to this, as our rental department is in the process of going to all EV SxA250's and SxA180's. In fact, our Edmonton location already has eight SxA180's and twenty-six SxA250's. Our Calgary department is still in the process of changing over, with four of each. The SxA's are simply unbeatable at their price point. We've used numerous other brands' self-powered speakers, and nothing touches these in our opinion. We were considering using the SxA's for monitors on the fest, but decided to keep things as they are so all the vendors are equally represented. Ultimately AXEtreme Fest isn't about promoting specific brands as much as developing young peoples' current and future interest in music, be it as professionals or amateurs. Electro-Voice certainly played their part in that sense, and they continue to develop products that are really useful for Axe as a retail, production and rental company."

For information on these and all Electro-Voice product lines, please visit www.electrovoice.com

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Telex® 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®, and others.

James Edlund
Telex Communications, Inc.
12000 Portland Ave. South
Burnsville, MN 55337
Phone: 952-736-3901
Fax: 952-736-4582
E-mail: James.Edlund@telex.com

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