



THE FIRST NAME IN CUSTOM INSTALLATION®

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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BLENDING HIGH FIDELITY AND ARCHITECTURE®

### **NILES DEEMED "TOP BRAND" BY CUSTOM INSTALLERS**

*Niles' Multi-Room Audio Distribution and In-Wall/Ceiling Loudspeaker Products are Most Frequently Used Products According to EH Publishing's Brand Awareness, Use and Preference Study*

MIAMI, FLORIDA – October 14, 2008 – Niles Audio Corporation, The First Name in Custom Installation®, has announced its award-winning line of multi-room audio distribution products and in-wall/ceiling mount loudspeakers have been cited as the most frequently used products by professional installers as determined by the fourth annual *Brand Awareness, Use and Preference Study* released by EH Publishing. The report, conducted through an online survey of the readers of *CE Pro*, polled over 1,200 custom installation professionals and firms on the brands most frequently purchased and installed in 25 separate product categories.

"We're pleased that the EH study found Niles to be the preferred brand among custom installation professionals," said Mike "Sparky" Detmer, Niles' vice president of sales and marketing. "The results are an affirmation of Niles' efforts over the past several years to deliver high-quality, innovative and relevant products that resonate with systems integrators as well as

consumers," Detmer added.

According to the study's findings on "Multi-Room Audio Distribution", the Niles brand scored highest when it came to products "Used Within Past 2 Years" with 37 percent of custom installers and businesses responding positively and "Most Frequently Used" with 21 percent of professional integrators acknowledging Niles. Niles' "In-Wall/Ceiling Speakers" also scored highest in the same two categories with 37 percent of professional installers using Niles over the past two years and 14 percent responding that Niles was their most frequently used brand.

The Niles brand saw an impressive jump in common usage among professional installers when compared to last year's *Brand Awareness, Use and Preference Study*. In the "Multi-Room Audio Distribution" category, Niles has been used by 37 percent of reporting installers over the past two years—an increase of 11 percent from the 2007 trend. Even more impressive was the company's rise in popularity as the "Most Frequently Used" brand in multi-room audio distribution. Used most often by 21 percent of installers, Niles climbed 14 percent from last year's study to top the list of popular manufactures.

Among the latest additions to the Niles award-winning line of multi-room distribution products includes the ZR-6 MultiZone Receiver. The ZR-6 is a six-source, six-zone whole-house audio receiver outfitted with features that today's customers desire including One-Touch to Entertainment™ automation, plug-and-play iPod® integration and a high-quality built-in AM/FM tuner. The ZR-6 offers an impressive array of easy-to-use control solutions, from a simple single-gang keypad to an advanced color touchscreen controller. For convenient and simplified control of menu-based devices, the ZR-6 distributes and displays metadata from the iPod as well as favorites and "now playing" information for the built-in AM/FM tuner. The unique weather-resistant construction of Niles keypads offers new installation opportunities by enabling placement in "wet" locations such as showers and spas or outdoors on patios.

Niles led all manufacturers as the most "Used" brand of "In-Wall/Ceiling Speakers" by

37 percent of installers over the past two years. Additionally, the Niles brand is “Used Most Frequently” by 14 percent of systems integrators, more than any other in-wall or ceiling-mount speaker manufacturer listed in the study.

Niles boasts a complete assortment of high fidelity in-ceiling and in-wall home theater surround sound solutions, including eight new ceiling-mount loudspeakers. Four new models in 7” ceiling mount lineup include two center-channel and two special-effects loudspeakers that combine with existing models to provide three high definition Directed SoundField home theater system combinations at popular price points. Employing voice-matched technologies, the new 7” ceiling mount models feature Niles’ patented and award-winning Directed SoundField pivoting woofer and tweeter technologies, which enables the woofer and tweeter to be pivoted independently up to 15 degrees in any direction. All four models of Niles’ new 8” ceiling-mount loudspeaker feature integrated woofer/baffle design to provide rich, robust bass response which is perfect for filling larger residential and commercial areas with high fidelity sound. Each of the new 8” models incorporate pivoting tweeters to provide precise dispersion of high frequencies while allowing the flexibility to install the loudspeakers where they look best.

### Talking Points

- **Niles Audio’s multi-room audio distribution products and in-wall/ceiling mount loudspeakers have been cited as the most frequently used products by professional installers as determined by the fourth annual *Brand Awareness, Use and Preference Study* released by EH Publishing.**
- **The report polled over 1,200 custom installation professionals and firms on the brands most frequently purchased and installed in 25 separate product categories.**
- **Niles’ line of “Multi-Room Audio Distribution” products has been used by 37 percent of custom installers and businesses over the past two years and is the “Most Frequently Used” brand by 21 percent professional integrators.**
- **Niles’ “In-Wall/Ceiling Speakers” were used by 37 percent installers over the past two years and are used most frequently by 14 percent of professionals who participated in the report.**

### Corporate Information

Miami-based Niles Audio Corporation is a 30-year-old company recognized as The First Name in Custom Installation®. The company is a leading designer, manufacturer and marketer of audio/video custom installation products and accessories and is guided by its vision to be the world’s leading provider

of products and services that enable professional custom installers to design and install systems that delight their customers. To that end, Niles pursues a mission to provide solutions for end users which enable simple and easy access to home entertainment and that integrate seamlessly with other low voltage subsystems like lighting, internet, security and HVAC in residential and light commercial environments. Niles conducts its business with a promise to treat its customers, employees, suppliers and stakeholders with fairness and respect and to foster teamwork, innovation and a commitment to be the best in everything it does.

Additional information may be obtained by contacting Mike Detmer at Niles Audio Corporation, 12331 SW 130th Street, Miami, FL 33186 (1-800-BUY-HIFI; ext. 197) or by visiting [www.nilesaudio.com](http://www.nilesaudio.com).

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