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Polk Audio's HitMaster™ Brings Depth, Realism and Most Importantly, Volume to Music Game Play

*-- HitMaster™ is the True Audio Complement
To Rock Band® and Guitar Hero® --*

LAS VEGAS, NV, January 4, 2010 – Polk Audio®, the Speaker Specialists®, will feature in its CES exhibit a new speaker that will take Rock Band® and Guitar Hero® game-play to a new level of depth and detail.



Polk's new HitMaster™ applies the company's audio prowess to a new category of gaming stage monitors that are designed for use with the latest music-based games.

"Rock Band and Guitar Hero are a blast, but what impresses me the most about these games is the extraordinary attention to the quality of the recording masters themselves,"

commented Mark Suskind, Vice President of Product Line Management for Polk Audio.

“But with all this attention to the quality of the soundtracks, most games are played through standard TV speakers, which are dismal at best.

“That’s where HitMaster will make a difference. Unlike other stage monitor gaming speakers, HitMaster is designed to bring a real on-stage presence to game-play, with sonic output that is worthy of the Polk brand,” said Suskind.



HitMaster features a single-point stereo design that includes two 2.5” x 5.5” horns with two 1” neodymium tweeters surrounding a 6.5” woofer, housed in a cabinet that measures 14”w x 9 ½”h x 8 ½”d and weighs 13 lbs. By employing single-point stereo, HitMaster produces a wide, immersive soundfield that brings a live concert sense of realism to the latest crop of music-based games.

PolkAudio’s HitMaster plays loud, clear and detailed, pumping out 80 Watts maximum, 60 Watts RMS, with total frequency response rated at 40Hz-20kHz (-10dB).

“Polk is no stranger to the gaming business,” said Suskind. “Our SurroundBar® Instant Home Theater set the standard for the sound gamers should expect from their favorite game systems. HitMaster provides yet another option, bringing the on-stage experience to players who want to hear the music as it is meant to be heard.”

Added Suskind: “Music games like Beatles Rock Band® are rightfully cited for sounding as good if not better than the original releases, so why play them through toys or TVs? A high quality recording deserves a real speaker that reveals all the beauty of the original master, and this is exactly what HitMaster provides.”

Polk Audio’s HitMaster gaming speaker will be available in early February at a suggested retail price of \$99.99.

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About Polk Audio

Polk Audio is an award-winning designer and manufacturer of high performance audio products and the largest audio brand of DEI Holdings, Inc. Founded in 1972 by three Johns Hopkins University graduates, Polk Audio holds over 65 patents for advances in audio design and technology. Polk's products include loudspeakers and electronic components for home, auto and marine applications, the first satellite radio home component tuner, the world's first audiophile-grade active IP-addressable loudspeaker, the first THX Ultra2 Certified in-ceiling loudspeaker, and I-Sonic®-the first entertainment system to include HD radio, XM Connect & Play capability and a DVD player. Polk products are available through authorized specialist consumer electronics retailers worldwide. For more information and the location of a Polk retailer or distributor in your area visit the www.polkaudio.com or call us at 1-800-377-7655 (USA and Canada). Outside of North America call +1 (410) 358-3600.