

Press Release – FOR IMMEDIATE RELEASE

Sonic Emotion Announces New Subsidiary and GM in Japan

Zürich, 21 April 2011– sonic emotion, the leader in 3D audio technology solutions, is pleased to announce sonic emotion Japan Inc., a new subsidiary in Tokyo, Japan. As part of sonic emotion's global growth strategy, the establishment in Japan will create a foundation enhancing sales and marketing of ongoing projects with the Japanese customers. sonic emotion Japan Inc. will be headed by Makoto Kato, who will assume the leadership role as General Manager.

A native to Japan with over twenty-five years in Semiconductor sales, Mr. Makoto Kato brings his previous experience from new business development. As General Manager for sonic emotion Japan Inc., Mr. Makoto Kato's primary functions are to perform the expansion of the sales activities and marketing in Japan. Together with sonic emotion sales offices throughout Europe, USA and Asia, the company will continue delivering state-of-the-art technology to the world.



"As a result of Mr. Makoto Kato's extensive experience, he understands the Japanese customers and has the unique ability to effectively deliver the full message of sonic emotion solutions to our customers (brands)," stated by Andy Macaluso, sonic emotion Director of Sales and Marketing. " This is a pivotal moment for sonic emotion as we are making continuous steps becoming a globally known company. "

sonic emotion Japan Inc. subsidiary is located at Yushima Fuji Buld. 301, 3-13-8 Yushima Bunkyo-ku, 113-0034 Tokyo, Japan. sonic emotion has been conducting business in Asia since its founding in 2002. The company's headquarters are located in Zürich, Switzerland with sales offices and technical support centers throughout Europe, USA and Asia, including Hong Kong, Taiwan, and China.

About sonic emotion

As the leading provider of 3D sound solutions, sonic emotion develops groundbreaking audio solutions, which epitomize performance and simplicity and enable sound in previously unheard dimensions. After its success in designing and installing state-of-the-art 3D sound systems in large venues, sonic emotion applied its expertise in the field to offer a scaled down version of the technology to meet the demands of consumers. Step into a new era of 3D audio realism with sonic emotion! For more info check out www.sonicemotion.com

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