

Press Release

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Sonic emotions expands its Management Team with CFO and COO

Zürich: February 4th, 2010. sonic emotion today announces, that it expands its management team with a CFO and COO. This step is a consequence of the success of the SE-W58 3D sound technology for consumer products, launched in late 2009.

Andrea Meisinger holds the position of **CFO**. Andrea joined sonic emotion from BBDO Consulting, Germany, where she was a manager in the Strategy Practice. Prior to that, she worked for Accenture as a Consultant in the Business Strategy Group. Andrea holds a Master of Business Administration degree from Frankfurt University, Germany.

Peter Cairoli acts as the new **COO**. Peter has 25 years experience in the industry. He ran two companies in the microelectronic environment as CEO and was partner in a high tech investment company for four years. Peter knows sonic emotion since its start and brings in a lot of experience in business development, finance and supply chain management.

"I am very happy to make this next logical step in the progress of the company", Renato Pellegrini, CEO of sonic emotion said. "With this strong management team, we are ready for the next step in developing sonic emotion to become a globally known company. We will launch a big marketing push towards the end of 2010 and will benefit from a highly professional and motivated team".

About SE-W58 sound chip:

sonic emotion's 3D sound technologies for home entertainment, computer entertainment, and headphones have recently been boosted by the successful launch of a specific sound chip for consumer products. sonic emotion's SE-W58 chip, for integration in TVs, docking stations, soundbars, midi hi-fi systems and boom boxes, uses wave field synthesis to create a field of sonic waves in any listening area, using just one single device. As a result, listeners are surrounded in immersive, balanced audio regardless of their positioning and room dimensions. The sonic emotion 3D sound chip SE-W58 enables 3D sound without the necessity of calibrated listening zones, messy cables, and bulky speaker setups.

About sonic emotion:

As the leading provider of 3D sound solutions, sonic emotion develops groundbreaking technologies which optimize performance and simplicity.

Success in designing and installing state-of-art 3D sound systems in theaters, clubs, museums, and for simulation applications has significantly lifted the company's reputation in the international electronics and triggered the companies worldwide presence and growth since its founding in 2002.

With its headquarters in Switzerland, research laboratory in France and representatives all over the world including China, Hong Kong and Japan, sonic emotion has opened the doors to a new era of 3D listening.

For more details check out www.sonicemotion.com