

NEWS RELEASE

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FOR IMMEDIATE RELEASE

NEW AUDIO-TECHNICA USB MICROPHONES INTRODUCED AT CES 2011 MAKE IT EASY FOR CONSUMERS TO CREATE PROFESSIONAL-QUALITY RECORDINGS AND PODCASTS

STOW, OH, January 6, 2011 — [Audio-Technica](#) is introducing two USB microphones for home music recording and podcasting at CES 2011. The new [ATR2100-USB](#) handheld USB mic and [ATR2500-USB](#) side-address mic offer outstanding sound and value at under \$100 (\$79.95 and \$99.95 MSRP), and enable consumers to easily create professional-quality recordings.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, noted, “It wasn’t long ago that having an in-home recording studio was an impossibility for most people. Now, available software for PCs and Mac[®] computers has paved the way for anyone to produce professional-sounding recordings. All a user needs to do is connect an ATR2100-USB or an ATR2500-USB mic to a USB input and they’re ready to lay down music tracks at home, produce their own online podcasts or add high-quality sound to computer videos.”

The ATR2100-USB and ATR2500-USB connect directly to the USB input of a computer with no additional hardware interface needed, making home recording easy. Both microphones incorporate engineering directly derived from Audio-Technica’s professional models, including

sensitive, precision mic elements that offer smooth frequency response with exceptional resolution and the ability to handle high sound pressure levels.

The ATR2100-USB is a handheld mic with rugged metal construction for dependable performance. Ideal for recording instruments and vocals, it has both USB and XLR connections, enabling its use either with a computer or with a PA system or audio mixer. The mic's on/off switch functions for both USB and analog operation and it features a convenient headphone output with volume control that allows the user to monitor the audio signal right from the microphone. The ATR2100-USB comes with USB and XLR-to-XLR cables, a tripod desk stand and a mic clamp.

The ATR2500-USB side-address mic has a cylindrical shape that is designed to stand on a desk or table, and it comes with a compact tripod mic stand. Perfect for podcasts, the ATR2500-USB features a headphone output with the volume control at the front of the mic. It is supplied with a USB cable and a swivel microphone mount. Like the ATR2100-USB, the ATR2500-USB has a response pattern that reduces pickup of sounds from the sides and the rear, for improved isolation of the person or instrument being miked.

The Audio-Technica ATR2100-USB handheld microphone carries a suggested retail price of \$79.95, and the ATR2500-USB side-address microphone has a suggested retail price of \$99.95. Both models have a limited lifetime warranty, and will be available March 2011.

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Celebrating 49 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600.*

— *For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Piroit (epirot@audio-technica-europe.com).*

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Audio-Technica is exhibiting at the Las Vegas Convention Center, South Hall Lower Level, Booth #20955 during CES 2011 in Las Vegas, NV.