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FrontRow to phase out Tempo product in North America

Other products in line to cover school needs

PETALUMA, Calif. – January 2, 2007 – FrontRow announces that its US and Canadian offices will stop selling the FrontRow Tempo sound system for classrooms this month. The company has found that North American customers' needs are covered by the other two products in the portfolio. FrontRow Tempo will continue to be marketed in Europe, Asia, and Oceania, however.

"After the Tempo's introduction in 2004, we saw a large growth in the demand for classroom sound systems," says product manager Tom Flaherty. "That was due largely to Tempo's very simple user interface and great sound performance — but we've since met or surpassed those innovations with the FrontRow ToGo and FrontRow Pro. It just makes sense now to bid a fond farewell to Tempo."

While North American schools will no longer be able to purchase new Tempo systems, the company intends to offer repair service for existing systems until December 31, 2011 or until parts become unavailable, whichever comes first. Warranty and extended service plan coverage are unaffected by Tempo's phaseout.

Customers should contact 1.800.227.0735, then press 5 with any questions.

About FrontRow

Headquartered in Petaluma, California, FrontRow is a division of Phonic Ear — whose wireless technology has helped build more engaging learning environments since the mid-1960s. Since 2005, the FrontRow division has focused on using classroom amplification (sound field) technology to improve students' listening success — resulting in better behavior, comprehension, test scores, and teacher vocal health. It is the only ISO-registered and FDA-cleared supplier of classroom amplification technology in the market.

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