

M-Audio Announces M-World 2003

Fast-moving company brings dealer trainings and the latest gear to seven new cities

Arcadia, CA, March 19, 2003 — M-Audio, a leading manufacturer and distributor of hardware and software for computer-centric musicians, is proud to announce that the company's presence at the Winter Music Conference kicks off the Spring 2003 leg of M-Audio's popular M-World tour. Subsequent dates include Atlanta, New York City, Washington, D.C., Chicago, Montreal, and Toronto. Sponsored by *Remix*, the informative events bring hands-on experience and world-class demonstrations of hardware and software manufactured and/or distributed by M-Audio. Each tour stop features different shows for end-users and dealers, the latter including sales training by industry veterans. Following on the success of approximately one dozen dates in 2002, M-World 2003 brings M-Audio's new "Where do you want to take your music?" campaign to the masses, featuring perspectives on mobility, creativity and surround sound.

Celebrated guests BT, The Crystal Method, and Deepsky will be on hand during M-World @ Hotel Remix to demonstrate how M-Audio's mobile audio solutions are integral to creating their unique sounds. These exciting presentations will employ several projection systems with feeds from the on-stage computers and video cameras so audience members can catch every nuance. Each subsequent tour stop will feature other guest artists who will demonstrate the power of programs like Propellerhead Reason, Arkaos VJ, and the newly-released Ableton Live 2—collectively some of the most powerful, revolutionary software in the industry.

In addition to showcasing software, M-World also provides a forum for dealers and end-users to personally interact with all of M-Audio's latest hardware products. Demo stations positioned around the room will feature a host of new interfaces, including the FireWire 410—the first in a new line of FireWire products that take the Company's acclaimed mobile interfaces to even higher levels of functionality. M-World will also highlight three new USB solutions: Audiophile USB, MobilePre USB, and OmniStudio USB. All three products provide easy connectivity, high fidelity and mobile operation perfect for making music with laptop computers. Attendees can also get their hands on the M-Audio Ozone, an all-in-one USB audio/MIDI interface, mic preamp, keyboard and MIDI control surface.

A core component of M-World has always been bringing generic sales training to M-Audio dealers. "We see a tremendous need for more effective sales training in the marketplace," says M-Audio's National Sales Manager, Michael Huckler, who spent years in corporate sales at AT&T before joining M-Audio nine years ago. "In order for dealers to remain competitive today, it's not good enough to just have their doors open and hire some people who know the gear. In the age of the Internet, customers walk in the door educated about products and prices. At M-World, we teach our dealers the same principles we've used in our own success story—how to build long-term relationships with customers by learning about and servicing their needs through solutions selling. If you put the customer first, the business and profits will follow."

"M-Audio is making it possible for musicians to work wherever and whenever inspiration strikes," says Adam Castillo, M-Audio's Marketing Director. "Just as laptops have changed the way people live, our new mobile tools are changing the way they make music. Now you can grab your laptop and one of our USB, FireWire or MIDI solutions and just go for it—on a plane, in a hotel room, anywhere life takes you. M-World gives us the opportunity to demonstrate that we're leading a revolution in creative lifestyle while supporting our dealers with invaluable training designed to help maximize their effectiveness and bottom line."

The spring leg of the M-World tour includes the following dates and locations:

Winter Music Conference (Hotel Remix), Miami, FL, March 19-21
Atlanta, GA, April 2-3
New York City, NY, May 14-15
Washington D.C., May 28-29
Chicago, IL, June 4-5
Montreal, June 18-19
Toronto, June 23-24

(more)

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As space for all dates is limited, those wishing to attend should register in advance at www.m-audio.com/register.

About M-Audio

M-Audio (formerly Midiman) is a leading provider of digital audio and MIDI solutions for today's electronic musicians and audio professionals. Founded in 1988, M-Audio now has independent offices in the US, Canada, UK, Germany, France and Japan. M-Audio's ability to parlay advanced technology into affordable products has led the company to win some of the international audio community's highest praise and awards—including being named the industry's fastest growing company in 2000 and 2001 by *Music Trades* magazine.

M-Audio's mission of "Redefining the Studio" delivers new levels of control, virtualization and mobility that transform the way computer-centric musicians compose, perform and live their creative lives. In addition to manufacturing its own product lines like the popular Delta audio cards, Studiophile reference monitors and USB Keystation MIDI controllers, M-Audio also distributes best-of-class products such as Propellerhead's Reason, Ableton's Live, ArKaos VJ and Groove Tubes microphones. The company has also recently launched a product line that brings professional-quality audio to the consumer electronics market.

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