

ETI PRESS RELEASE

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RELEASE

ETI LAUNCHES QUIESSENCE™ SERIES CABLES AT THE 2008 CES

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Las Vegas, NV—ETI of Brisbane, Australia announced today the launch of what the company terms a reference series of cables and interconnects. The product of over 25 years of research and development by designer Keith Eichmann, the Quiessence™ Series represents an all out assault on the cost-no-object high end of the cable market.

Keith Eichmann, according to the company's head of corporate marketing, has approached cable design from a unique and lateral thinking direction over this entire 25 year period. Rather than dwell on the parameters of the signal carrying positive conductor exclusively and making the ground reflect the same approach, designer Keith Eichmann has created a purposeful imbalance between the two. In his evolving designs he has used the ground, with decided differences between it and the positive conductor to shield the signal carrying conductor, eliminate extraneous noise, and reduce ground induced capacitance and inductance. In the Quiessence™ Series he implements a proprietary Ground Nulling Circuit (GnC™) across the ground to accomplish

this. Based on what the company describes as careful calculations, this circuit has no electronic components—capacitors, inductors, resistors. Instead it consists of a unique wiring pattern to create a network on the ground side of the cable.

Patents are pending.

ETI was formed as Eichmann Technologies International in the year 2000. Perhaps best known for the BulletPlug®, the company has been seen from its inception as innovative, and respected for its out-of-the-box thinking. ETI is based in Brisbane, Queensland. All Quiessence™ cables are manufactured in Australia.

The Quiessence™ Series interconnects range in price from \$495 to \$8125 for a one meter pair. The speaker cables range in price from \$645 to \$9475 for a 2.5 meter length.

For additional information contact Randall Patton at rpatton@eti-research.com.

