

ETI PRESS RELEASE

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ETI INTRODUCES HYBRID CONNECTOR TECHNOLOGY AT 2008 CES

JANUARY 7, 2008

Las Vegas, NV—ETI of Brisbane, Australia introduced the concept today of what the company describes as a radical departure in connector design. Evolving from the philosophy in cable design that led to the new Quiescence™ Series, ETI today unveiled the Hybrid BulletPlug® and announced the imminent availability of the Hybrid PhonoPod™ female RCA socket. Hybrid connector technology is based on the belief that a decided and purposeful imbalance between the signal conductor and the ground can result in better signal flow through the conductor and better sound.

In these new designs, the signal carrying conductor is Tellurium Copper with 24 k Gold flashing, and the return is Silver. According to designer Keith Eichmann, using a superior conductor for the ground allows it to respond more rapidly to signals being transmitted through the positive conductor.

ETI was formed as Eichmann Technologies International in the year 2000. Perhaps best known for the patented BulletPlug®, the company has been seen from its inception as innovative, and respected for its out-of-the-box thinking.

The Hybrid BulletPlug® will be exclusive to the Quiescence™ Series, and not available as a separate product. The Hybrid PhonoPod™ will be sold in retail pair packs to the DIY market and as loose parts to OEMs. In both cases the hybrid designs are in addition to the Tellurium Copper and Silver sales models.

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