

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Audio-Technica Supports Nashville's Pearl-Cohn Entertainment Magnet
High School's New Recording Program**

STOW, OH, July 19, 2013 — [Audio-Technica](#), a leading innovator in transducer technology for over 50 years, is proud to be among an elite group of audio equipment manufacturers lending key support to Nashville's Pearl-Cohn Entertainment Magnet High School (the only entertainment magnet high school in the country) as it rolls out its new recording technology program and world-class recording studio, the result of Nashville Metro Schools' "Music Makes Us" initiative. The studio was designed and assembled by leading members of The Recording Academy® Producers & Engineers Wing®, and is part of the first-ever student-run record label in a high school. On May 8, 2013, members of the P&E Wing, along with Nashville public officials, representatives from Audio-Technica and other key sponsors, members of the media and more attended a red-carpet event at the school's campus celebrating the grand opening of the program and facility.

The studio, which will serve the school's Academy of Entertainment Management and Academy of Entertainment Communication divisions, is a multi-room facility with a large control room that will allow several students and teachers to work comfortably using the recording equipment, synthesizers, digital samplers and drum machines. The studio also features a sizable tracking room where the Audio-Technica microphones will be employed as students capture recordings of live musicians. The facility also features several isolation booths and two

5.1 surround sound editing suites. In addition, the studio houses a multi-station teaching area with 30 Apple iMac-equipped workstations connected to the teacher's station and the studio.

A-T equipment in the studio includes two [ATM650](#) Hypercardioid Dynamic Microphones; an [ATM450](#) Cardioid Condenser Instrument Microphone; three [ATM25/LE](#) Limited edition Hypercardioid Dynamic Instrument Microphones; two [AT4081](#) Bidirectional Ribbon Microphones; two [AT4033/CL](#) Side address Cardioid Condenser Microphones; an [AT4047/SV](#) Side address Cardioid Condenser Microphone; an [AT4050](#) Multi-pattern Condenser Microphone; two [AT4051b](#) Cardioid Condenser Microphones; an [AT4050ST](#) Stereo Condenser Microphone; and five sets of [ATH-M50s](#) straight-cable Studio Monitor Headphones.

Multiple GRAMMY® Award nominee Jeff Balding, P&E Wing Pearl-Cohn Subcommittee Chair, stated, “We thank Audio-Technica and all of our key sponsors. They provided an integral piece of this puzzle, and they have made a tremendous impact on this groundbreaking program. I can’t help but think of what a gift it will be for these students to be working with such state-of-the-art gear as Audio-Technica microphones and headphones. This is an unprecedented opportunity for the present and future of music, and we are proud to have Audio-Technica involved.”

Fellow subcommittee member Chuck Ainlay, who also acts as the Chair of the P&E Wing in Nashville, added, “I have personally been a long-time user of Audio-Technica microphones and headphones, and it’s great that the students at Pearl-Cohn will have the opportunity to use the same microphones that the pros use in the studio. With the support of companies like Audio-Technica, the recording technology program at Pearl-Cohn will help raise students’ expectations about the quality of music and have a tremendous impact on their lives.”

For more information, please visit www.audio-technica.com.

About Music Makes Us

Music Makes Us is a joint effort of Metro Nashville Public Schools, Mayor Karl Dean and music

industry and community leaders. The Music Makes Us initiative will lead the nation in music education. With a focus on music literacy and student participation, Music Makes Us is strengthening traditional school music while adding a contemporary curriculum that embraces new technologies and reflects a diverse musical landscape.

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Photo file: AT_PearlCohn.JPG

Photo caption: Pictured L-R: Nick Palladino, P&E Wing Sub-Committee member and Owner, NPALL Audio; Terry Palmer, Owner, Terry Palmer Services; Julian King, P&E Wing Sub-Committee member and producer/engineer; Jeff Balding, P&E Wing Sub-Committee Chair and producer/engineer; Roxanne Ricks, Audio-Technica Artist Relations Manager and Events Specialist; Ben Fowler, P&E Wing Sub-Committee member and producer/engineer; Chuck Ainlay, P&E Wing Committee Chairman and producer/engineer and Daniel Hill, President, Cal IV Entertainment and Nashville Chapter Trustee. Photo Courtesy of The Recording Academy®/WireImage.com. © 2013. Photo by Frederick Breedon. (This photo is the property of The Recording Academy/Frederick Breedon/WireImage.com and may be used by the press only for the purpose of one-time reproduction. Unauthorized use, alteration or reproduction of this photograph is strictly prohibited.)

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Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and electronics for the audio industry.

—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; Fax: (330) 688-3752; Web: www.audio-technica.com