



FOR IMMEDIATE RELEASE

Mackie Launches All-New, Ultra-Affordable Creative Reference™ Multimedia Monitors

Offering Studio-Quality Design and Smart Features for Multimedia Creation and Entertainment

WOODINVILLE, WA, USA – JULY 15, 2014 – Mackie today introduces the all-new Creative Reference™ Multimedia Monitor Series, delivering the studio-quality design, sound and performance you expect from Mackie monitors in extremely desktop-friendly, compact designs that are amazingly affordable.

The series includes two models — the CR3 and CR4 — with 3-inch or 4-inch woofers that pump out an impressive amount of deep, punchy low end and 3/4" silk-dome tweeters that deliver smooth, articulate highs. CR monitors also feature a sleek, curved high-frequency waveguide for wide, even dispersion of sound and a well-defined, immersive stereo image. In addition, all-wood cabinets and custom-tuned rear ports provide a natural warmth to the sound that only true studio reference monitors can provide. With a combination of high-quality components and professional build quality, Creative Reference monitors deliver an affordable solution for those looking to step up from cheap, plastic computer speakers or for audio/video professionals looking for compact, but amazing-sounding studio monitors.

“When mixing audio or creating media, it’s critical that your audio translate across all the various speakers and headphones listeners will use,” commented Matt Redmon, Mackie Senior Product Manager. “Even if you are just enjoying a video or music, our new Creative Reference monitors will let you hear every nuance and detail the producer intended.”

Mackie Creative Reference monitors offer some truly convenient features that deliver real flexibility for both professional and personal applications. Unique to the line, a left/right speaker placement switch allows users to locate the volume control on the left or right of their workstation. The front panel includes a on/off/volume knob with a lit power indication ring that will also control the volume of headphones, which can be plugged directly into the front of the monitors. Great for comparing mixes, auditioning files or just enjoying a bit of music or video, there’s also a front-panel aux input for simple connection of a media device.

“With smartphones always at our side, you can easily find yourself creating professional multimedia one minute and streaming a video the next,” commented Redmon. “With our new Creative Reference monitors, you get the best of both worlds...studio-quality performance, an extremely compact design ideal for smaller workstations and smart features perfect creativity on any level.”

Creative Reference monitors come with all the connecting cables needed for the user to get started immediately. As a bonus, there’s even a pair of acoustic isolation pads included. Used in professional applications, acoustic isolation pads minimize unwanted bass buildup that can muddy a mix. Plus, the

pads' angled design allow the user to tilt the monitors slightly up or down for more focused listening depending on their setup.

"So whether you're a seasoned pro looking for a compact pair of accurate, articulate monitors for work or just looking for a pair of amazing-sounding speakers for entertainment, Mackie's new Creative Reference monitors are an affordable solution that deliver professional results in our most compact form factor to date," concluded Redmon.

The new Mackie CR3 and CR4 Creative Reference Multimedia Monitors will be available worldwide beginning August, 2014. Sold in pairs, CR3 monitors will have a U.S. MSRP of \$129.99 and CR4 monitors will have a U.S. MSRP of \$199.99.

For more information, visit <http://cr.mackie.com>

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About Mackie

Mackie, a LOUD Technologies Inc. brand, is known worldwide as a leading developer and marketer of high-quality, affordable professional audio systems. Mackie products can be found in professional and project recording studios, video and broadcast suites, post production facilities, sound reinforcement applications including churches and nightclubs, retail locations and on major musical tours. For more information visit: www.mackie.com.

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About LOUD Technologies Inc.

As the corporate parent for world-recognized brands Alvarez[®], Ampeg[®], Blackheart[®], Crate[®], EAW[®], Mackie[®] and Martin Audio[®], LOUD engineers, markets and distributes a wide range of professional audio and musical instrument products worldwide. Our product lines include sound reinforcement systems, analog and digital mixers, guitar and bass amplifiers, and acoustic and electric guitars. These products can be found in professional and project recording studios, video and broadcast suites, post-production facilities, sound reinforcement applications including houses of worship, stadiums, nightclubs, retail locations, and on major musical concert tours. The Company distributes its products primarily through retail dealers, mail order outlets and installed sound contractors. The Company has its primary operations in the United States with operations in the United Kingdom, Canada and China. For more information, please see our website: www.loudtechinc.com.

Forward-Looking Statements

This press release contains statements that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations, estimates and projections about the Company's business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties

and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements due to numerous factors, including those described above and the following: changes in demand for the Company's products, product mix, the timing of customer orders and deliveries, the impact of competitive products and pricing, constraints on supplies of critical components, excess or shortage of production capacity, difficulties encountered in the integration of acquired businesses and other risks discussed from time to time in the Company's Securities and Exchange Commission filings and reports. In addition, such statements could be affected by general industry and market conditions and growth rates, and general domestic and international economic conditions. Such forward-looking statements speak only as of the date on which they are made, and the Company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this release.