



For Immediate Release

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ALESIS INTRODUCES THIRD GENERATION OF M1-ACTIVE REFERENCE MONITOR SERIES -High Precision Active Monitors At Great Prices -

Cumberland, RI, Jan 20, 2005 – Alesis announces the M1 Active 520 and 620, newly designed, affordable, high-precision active reference monitors with Bass Density control and EQ. The M1 Active series offers incredible definition and flat frequency response from the high-precision drivers and a professionally crafted crossover. The cabinet and drivers have been redesigned for a bold new look and even greater sonic clarity.

The M1 Active has a 1" thick front baffle, which minimizes speaker resonance, and the visually stunning acoustic waveguide evenly disperses high-frequency sound across your control room. The M1 Active includes new "Bass Density" technology, which allows you to tailor these monitors to any room's acoustics. The distinctive top-mounted power/clip indicator lets you know if the speaker is clipping.

The M1 Active 520 features a 75-Watt amplifier and a 5" low frequency woofer, while the M1 Active 620 features a 100-Watt amplifier and 6.5" low frequency woofer.

Alesis CEO Jack O'Donnell comments, "Our long history of speaker manufacturing has gone into this product. The monitors are the perfect solution for a variety of media outlets, including recording studios, radio broadcast and post-production facilities.

Available Q2 of 2005.

Alesis manufactures a full line of professional audio and musical instrument products capitalizing on its strengths in digital, analog, semiconductor, and transducer technologies. Alesis delivers revolutionary product solutions to the music and audio production industries. For more information, visit www.alesis.com.

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