

PRESS RELEASE

SOUND ART CANADA ESTABLISHES NEW TOURING DIVISION

May 24, 2002

Sound Art Canada has established a new division for servicing national and international touring artists. Named "Sound Art Touring", the new division builds on the cross-Canada resources of its parent company to provide custom-configured sound systems for major recording artists in North America and abroad.

Sound Art Touring specializes in providing first-class technology and services in a personalized context. This relationship-oriented approach produces a highly optimized and satisfying client experience.

Based in Toronto, the Touring Division is managed by concert sound veterans Jon Erickson and Jeff Berryman, formerly of Jason Sound. Erickson, a seasoned touring professional, brings hands-on experience in operations and deep skills in account and project management. Berryman, an audio and loudspeaker systems architect and computer expert, brings strategic design and planning skills. Both Erickson and Berryman share in developing and maintaining client and vendor relationships.

The parent company, Sound Art Canada of Winnipeg, Manitoba, is a 21 year old sound reinforcement organization with a strong track record in special events, regional touring, corporate audio, and other areas. Through its Winnipeg office, Sound Art also offers selected products for sale, audio equipment repair and maintenance services, and system installation services.

In addition to its Winnipeg and Toronto operations, Sound Art also has a regional branch in Calgary, Alberta.

Sound Art Canada's president and founder is Dave Cousins, a Canadian audio entrepreneur and technical expert.

Jeff Berryman Director Sound Art Touring	ofc 905 890 9200 cel 416 578 1942 email jeffb@soundart.com	5715 Coopers Ave., Unit 4 Mississauga, Ontario Canada L4Z 2C7
Jon Erickson Director Sound Art Touring	ofc 905 890 9200 direct 416 694 7161 cel 416 200 3219 email jone@soundart.com	5715 Coopers Ave., Unit 4 Mississauga, Ontario Canada L4Z 2C7
Dan Frerichs General Manager Sound Art Calgary	ofc 403 662 9000 cel 403 669 0881 email dfrerichs@soundart.com	3435 10 th Street SE, Bay A Calgary, Alberta Canada T2G 3E5
Dave Cousins President Sound Art Canada	ofc 204 945 9000 email davec@soundart.com	1 Stormont Drive Winnipeg, Manitoba Canada R3V 1L9
Website	www.soundart.com	info@soundart.com