



Media Contact: Lucette Nicoll
Nicoll Public Relations, Inc
781-762-9300 / lucette@nicollpr.com

Sonance Promotes Ari Supran to Chief Executive Officer

San Clemente, CA—September 2009—Dana Innovations, parent company of Sonance, iPort, Moderno, and TRUFIG, has announced the promotion of **Ari Supran** to the post of **Chief Executive Officer**.

Supran joined Dana Innovations in December 2005 as Chief Sales Officer and soon added Marketing to his responsibilities for the brands. During these years, he built a team of talented sales and marketing professionals and was instrumental in helping create a new strategic direction in product development and company culture which Chairman Scott Struthers recognized early on, promoting him to the post of Chief Operating Officer which he held prior to this promotion.

“Ari has proven himself to be a strategic leader with a clear understanding of our mission and business philosophy. His contributions over the past four years have helped us reposition our brands and regain our leadership position in the custom installation industry. His fresh perspective, energy, and leadership qualities are a perfect match for our direction and we are proud to have such a great person and wise leader lead our company and our brands into the future,” said Scott Struthers Founder and Chairman of Dana Innovations.

In his new position as CEO, Ari will take a lead role directing business planning and implementing the strategic goals and objectives of the Sonance, iPort and Moderno brands as well as Dana Innovation’s newest innovation, TRUFIG which is being launched at CEDIA Expo 2009. Additionally, he will oversee and direct the senior management team ensuring that the philosophy and mission of the brands is maintained at the forefront of the consumer electronics industry.

Prior to joining Sonance, Supran, age 36, was with Lutron Electronics for ten years where he successfully led their efforts to market and sell high-end lighting and shade control products to architects and interior designers. He has been acknowledged by his peers in the CE industry for his contributions and was recently named to a consumer electronics “40 under 40” rising stars list. He holds a B.A. cum laude in

Liberal Arts with High Honors from Colgate University and an M.B.A. in Marketing and General Management with Honors from Columbia Business School.

About Dana Innovations

Headquartered in San Clemente, California, Dana Innovations is the parent company of Sonance, iPort music systems for the iPod, Moderno, TRUFIG, HomeTech and HiFiWorks. The corporation was founded in 1983 by Scott Struthers and Geoff Spencer who founded Sonance and introduced the world's first in-wall loudspeaker system to the consumer electronics market. Today, Dana Innovations' brands are distributed in 45 countries around the world. Each unique brand offers innovative solutions that harmoniously blend sound with designs favored by leading architects, interior design professionals, custom integrators, and design conscious clients throughout the world.