



Media Contact

Lucette Nicoll / Chet Murray
Nicoll Public Relations
lucette@nicollpr.com / 781-762-9300

Sonance announces U.S. & Canada Distribution Agreement with NACSound of Italy

San Clemente, CA—November 2007—Sonance (www.sonance.com), the leading provider of high performance audio design solutions has joined forces with Italian speaker manufacturer NACSound to handle sales and distribution of the brand, under the label NACSound for Sonance, through Sonance dealers in the U.S. and Canada.



NACSound of Rome, Italy, is an established manufacturer of high-quality audio and video loudspeakers that incorporate the use of ceramic, aluminum, wood, and carbon-fiber materials in unique designs that take full advantage of the company's patented omni- and multi-directional speaker technologies. The NACSound for Sonance range is offered in a variety of designer shapes and finishes that can be used indoors or out.

Photo: NACSound for Sonance Omni

Shawn Sugarman, President of Sonance said, "Sonance is focused on providing elite custom AV dealers, their clients, and interior designers with the widest array of loudspeaker design solutions. We are excited to include these truly extraordinary loudspeakers from NACSound as an expansion of our offering of visually appealing, high-performance loudspeaker solutions. Through this partnership, Sonance now offers a complete range of high-performance architectural loudspeaker solutions, from our invisible Sound Advance speakers to our Architectural Series, featuring truly flush-mount and trimless in-walls—and now these stunning, hand-finished sculptural icons from NACSound."

Alan Cooke, Commercial Director for NACSound Italy, said, "This is a highly significant development for NACSound and we are pleased to have such an innovative, established company as Sonance to develop our North American distribution. Sonance specializes in speakers that disappear into the environment, whereas NACSound specializes in designs that are intended to stand out. Together, these lines provide custom integrators and designers with a complete array of options for any project."

About Sonance (www.sonance.com)

Headquartered in San Clemente, California, Sonance was founded by Scott Struthers and Geoff Spencer who introduced the world's first in-wall loudspeaker system to the consumer electronics market in 1982. With distribution in 45 countries around the world, Sonance remains at the forefront of technology by offering innovative design solutions that harmoniously blend sound with designs favored by leading custom integrators, architects, interior-design professionals, and design-conscious clients throughout the world.

About NacSound (www.nacsound.com)

NACSound is an Italian manufacturer of handmade custom loudspeakers. The company pedigree merges the audio design experience of experts such as renowned audio designer Roy Allison with interior designers Ron Arad and Ingo Maurer. NACSound specializes in making a range of omni directional, suspended, ceramic loudspeakers that accent a room design without sacrificing audio quality.

###