



## PRESS RELEASE

**For Immediate Release**

### **BBE SOUND EXPANDS LICENSING DIVISION WITH NEW EXECUTIVES**

*Licensing Division Realigns Staff and Adds New Positions*

**Huntington Beach, Calif., Nov. 14, 2006** – BBE Sound Inc., a leading developer of advanced sound technologies for the professional audio and consumer electronic markets, announces the expansion of its licensing division with a recent staff realignment and the addition of new members to the management team.

“These appointments serve as a strategic turning point for BBE Sound’s licensing division,” said BBE Sound chairman and CEO, John McLaren. “I am confident that Yoshi, Jim and Chris will ensure our continuing success, and provide an even greater service to our licensees.”

- Yoshi Asahi, vice president technology, licensing division, will intensify the development of the company’s licensing technologies. Since joining the company in 1995, Asahi has used his engineering experience to establish long-term relationships with some of the world's top consumer electronic manufacturers. He holds bachelor's and master's degrees from Nihon University in Tokyo, where he studied electronics and electro-acoustics.
- James Lucas has joined the company as vice president, marketing, licensing division, where he is responsible for the company’s global audio licensing sales and marketing. He will oversee the division’s key growth opportunities, emerging markets, and global trends. Lucas has over 25 years of experience in the audio licensing technology business, and brings with him a wide network of contacts within the consumer electronics industry.
- Chris Locke has joined the company as communications director, where she will be responsible for the company’s public relations and audio licensing co-marketing programs. Locke has over 7 years of marketing and public relations experience in the audio licensing technology industry.

**Editors:** For high-resolution headshots of the above executives, email [Clocke@bbesound.com](mailto:Clocke@bbesound.com).

#### **About BBE Sound, Inc.**

Founded in 1985, BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world’s leading consumer electronics manufacturers feature BBE technologies in products such as

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televisions, telephones, automobiles and personal audio systems, and they proudly feature the BBE Sound trademark, which is recognized around the world as an indicator of superior sound quality. Music and sound experts depend on BBE Sounds' advanced hardware products and High Definition Sound technology to allow their full creative and musical expression to reach the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Based in California, the company has offices in Japan, Korea, China and Europe. For more information about BBE Sound or BBE technologies and products, visit [www.bbesound.com](http://www.bbesound.com).

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