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FOR IMMEDIATE RELEASE

Introducing WilsonGloss® Premium Pearl And a New Range of WilsonGloss Paint Options

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Wilson Audio's commitment to quality begins with the sound of our loudspeakers but hardly ends there. The physical beauty and craftsmanship of Wilson products have long set the benchmark for the industry. Now, Wilson Audio is excited to introduce an updated and expanded range of colors, which include new Premium Pearl options.

WilsonGloss is a multi-stage process. It starts with a proprietary protective gel coat layer. After the craftsmen meticulously sand and polish the surface to a tolerance of 1/4000 of an inch, several layers of base and metallic colors are then applied. All of which is then followed by several applications of



The Sasha DAW in Crimson Satin



The Alexia Series 2 in Cobalt Blue Satin

satin or clear coat. Finally, our craftsmen polish the painted surface, observing a standard unique to Wilson Audio. The resulting painted surface is unrivaled—even by the world's greatest automobile manufacturers. All of this takes place in Wilson's in-house, state-of-the-art paint facility by some of the most experienced and talented paint experts in any industry.

Wilson loudspeakers (except for the Sabrina and TuneTot—see the last page for options and details) are available in a choice of five standard WilsonGloss colors. You can also choose from twelve upgrade colors, which are available at a modest surcharge. To celebrate the launch of our new flagship, the Chronosonic XVX, we have updated the selection of both standard and upgrade colors (see the new choices on the next page). Finally, our WilsonGloss Premium Pearl includes five new colors, each in an exclusive finish. WilsonGloss Premium Pearl is the ultimate expression of sophistication and beauty.

After you select your paint color, choose between six grille-cloth colors. Along with standard black grilles, you can alternatively specify Slate Grey, Parchment Grey, Mocha, Blanco White, or Le Mans Blue at no additional cost. Finally, choose between clear (natural silver) and black anodize for your metal hardware. With hundreds and hundreds of combinations available, you can design a Wilson speaker unique to your taste and décor.

For the last word in individual expression, Wilson Audio offers Custom Sample Match WilsonGloss finishes. Through your Wilson dealer, provide us with your wall color, favorite automotive paint, or just about any color sample, and we will, for an additional cost, create your loudspeakers in a one-of-a-kind WilsonGloss finish. This service includes on-site storage of custom paint for a period of five years. Contact your dealer for program requirements and pricing.

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WilsonGloss™ Standard Colors



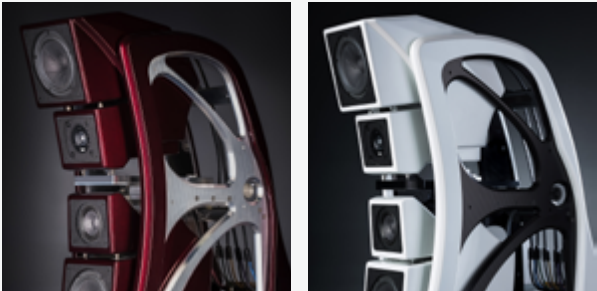
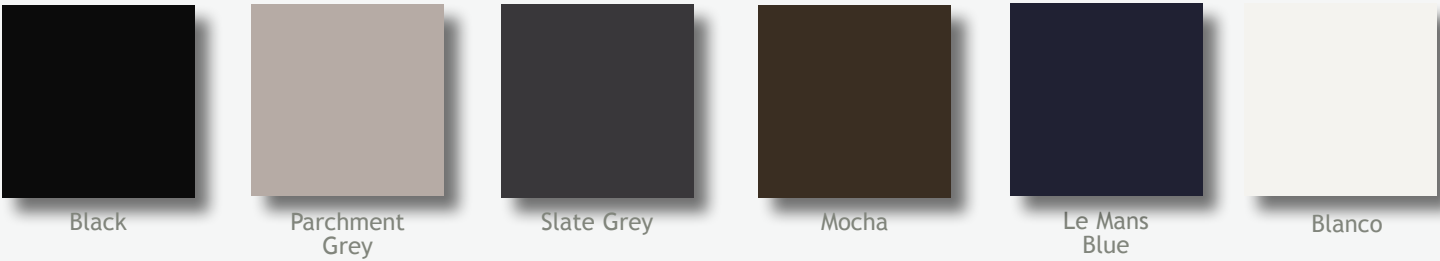
WilsonGloss™ Upgrade Colors



WilsonGloss™ Premium Pearl



Wilson Grille Colors



Choose your Hardware in clear (natural silver) or black anodized aluminum

New WilsonGloss Premium Pearl & Display Box

WilsonGloss is a paint process developed by Wilson Audio. Over time, Wilson has continuously invested in the best tools available. Wilson’s paint guild has continually refined its methods. In conjunction with the development of the Chronosonic XVX, Wilson explored paint finishes beyond even standard WilsonGloss. Months of research and tests resulted in a new paint system: WilsonGloss Premium Pearl.

As the name suggests, Premium Pearl features a different look and feel when compared with standard metallic finishes. Unlike metallic paints, where the flakes are visible within the paint surface, the metal forming pearl’s grain structure is much finer, giving the surface pearlescent depth. Pearl finishes are exceedingly challenging to paint as any flaws in the surface are immediately apparent and visible. However, Premium Pearl is much more sophisticated when compared with most automotive pearls. Wilson’s process involves multi-colored base coats; each sprayed a layer at a time. The new system takes nearly twice as long to paint and requires up to three times longer to fully cure. The resulting finish must be seen to be



Chronosonic XVX Viola Pearl
fully appreciated. The additional layers combined with the pearl finish provide a sense of depth and subtly nuanced color unsurpassed by any other process.

To celebrate WilsonGloss Premium Pearl, Wilson designed a paint sample box to display the five special paints. We developed a new curved metal substrate to reveal the gradations and tones of Premium Pearl. Wilson will provide one kit for each store. Dealers are welcome to purchase additional kits. Contact Wilson Audio for pricing.

It’s important to note that customers choosing their paint or grille color for their new Wilson loudspeaker should avoid electronic media, including this memo and Wilson’s website. Seeing the actual painted sample in the loudspeaker’s future environment with its specific lighting and décor is by far the best way to make color decisions. The two WilsonGloss color kits make this critical process convenient and easy.



The Alexx in Galaxy Grey



The Sabrina in Quartz

TuneTot and Sabrina Color Options

Sabrina and TuneTot are available in three standard Wilsongloss® colors—Quartz, Galaxy Grey, and GT Silver. Three upgrade colors—Ivory, Crimson Satin, and Diamond Black—are also available for an additional charge. The customer has a choice of two hardware colors—which are available in black or clear anodized aluminum.



The Yvette in Ivory

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