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# Press Release

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## American Recorder Technologies Launches the Audio/Video Tools System

**See American Recorder Technologies at  
CES 2007 Booth #20416 in the South Hall (Lower Level)**

### FOR IMMEDIATE RELEASE

**Simi Valley, CA--(December 20, 2006)** --American Recorder Technologies today announced a new product line, the American Recorder Technologies Audio/Video Tools System.

ART President Alan Adelstein said "Integrators are searching for a line of tools that are precise, easy to use and affordable. Whether the need is communication tools, drivers, wrenches or pliers, cutting tools, or test equipment, we developed this line to meet those needs at great price points. Our Tool System will be at the American Recorder Technologies booth at CES and we invite all Integrators to come over and see them in person."

### **About American Recorder Technologies, Inc.**

Founded in 1977, American Recorder Technologies, Inc. is a privately owned corporation manufacturing a wide assortment of consumer and professional audio/video, music and photographic products.

The company's very first product, S-711 INTRACLEAN™ was the first professional tape head cleaning fluid sold in the USA and was quickly recognized by both audio manufacturers and



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leading recording studios as the industry standard. Over the years, the company expanded their product offerings to include all formats of analog audio/video maintenance products.

Under the leadership of founder and President Alan Adelstein, the company has comfortably moved from analog to digital with a complete line of products and accessories supporting existing and emerging technologies.

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### **About Strategic Edge**

Strategic Edge, established in 1991 by President Bob Kielhorn, is a leading marketing consulting company located in Southern California. Strategic Edge represents American Recorder Technologies to trade and consumer target audiences as well as other companies who market business-to-business and business-to-consumer products and services.

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