



Mailing address: P.O. Box 1450, Simi Valley, CA 93062-1450-USA
PHONE: 805 527-9580 web: www.americanrecorder.com

Press Release

CONTACT INFORMATION:

Bob Kielhorn
Strategic Edge--Marketing Consultants
6147 Landino Drive
Westlake Village, CA 91362 USA
818.903.7371 (V)
818.991.2517 (F)
Bob@StrategicEdgeMarketing.net
www.StrategicEdgeMarketing.net

American Recorder Technologies adds Speakers and Accessories to the pMix Personal Audio Mixer™ and Podcasting Line

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

FOR IMMEDIATE RELEASE

Simi Valley, CA--(December 20, 2007) – In keeping with their line of breakthrough, cutting edge audio/video products, American Recorder Technologies today announced the latest pMix Personal Audio Mixer™ speakers and accessories for use with the Apple iPod™ and other personal audio players.

ART President Alan Adelstein said, “Our newest additions to this line include a 2.1 High Fidelity Loudspeaker System with Built-in 120 Watt Amplifier and a Microphone/Guitar Adapter. There are also Apple iPod™ connectors, cases, an FM Transmitter and Stereo Headphones.”

“With the optional instrument adapter, users can play the guitar and sing along as they play their favorite music through the pMix. They can even connect up to three individual sources, each with a separate level control along with a master volume control,” he added.

The pMix not only allows for full mixing of different audio sources, but will protect each individual source output signal from voltage feedback, insuring clean sound and low distortion. The amplified headphone jack will deliver superior sonic performance for private listening.



Mailing address: P.O. Box 1450, Simi Valley, CA 93062-1450-USA
PHONE: 805 527-9580 web: www.americanrecorder.com

Note To The Media: Please see the accompanying "Suggested Configurations."

American Recorder Technologies Quick Facts—pMix Personal Audio Mixer™:

Audio Source Inputs—3

DC Volt Input—1

Speaker Out—1

Headphone Out--1

Note: "iPod" is a **trademark** of Apple Computers, Inc. in the United States and/or other countries and pMix is a trademark and pMix Personal Audio Mixer is a trademark of American Recorder Technologies in the United States and/or other countries.

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 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.

Contact Information: 4486 Runway Street, Simi Valley, CA 93062; phone: 805.527.9580.

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.

Contact Information: 6147 Landino Drive, Westlake Village, CA 91362. Phone is 818.903.7371;
Bob@StrategicEdgeMarketing.net or www.StrategicEdgeMarketing.net.