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Press Release

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**See American Recorder Technologies
At PMA 2006 Booth #1683-1685**

American Recorder Technologies Introduces Photo Studio in a Box—*Supersized™!*

FOR IMMEDIATE RELEASE

Orlando, FL—(February 26, 2006) – Following up on the highly successful launch of the company's "Photo Studio In A Box" at PMA 2005, American Recorder Technologies, Inc., today announced the next product in that series. Dubbed "Photo Studio in a Box-*Supersized™!*," the product actually is almost twice as large as the original product (measuring 30" x 30" x 30") and accommodates medium and large items for photography.

Alan Adelstein, company president, said "The original Photo Studio in a Box™ is the first truly complete photo studio for under \$120.00. The kit contains everything needed to take professional studio quality images...soft lighting diffusion box, lights, backgrounds & camera



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stand, all in one package with carrying handle! Just as the original product broke new ground in the area of affordable indoor photography, our new product is without parallel as it accommodates larger items with a new soft lighting tent and large 8" halogen flood lights that lets the user create high quality photographs simply and easily, at a highly affordable price. The suggested retail price is only \$299.95." And it's just as easy to carry from location to location as is the original.

Alan adds "We invite everyone to visit our booth #1683-1685 in the Convention Center. We'll be there with both Photo Studio in a Box™ products that can be used in a demonstration of a real photo setting."

American Technologies Quick Facts—Photo Studio in a Box-Supersized™

SOFT LIGHT BOX

Light weight and easy to set up table top design, the soft light box utilizes a specially woven, heat resistant, 100% nylon fiber mesh diffuser, which delivers uniform illumination while eliminating harsh shadows and reflective glare. Folds up for convenient storage and travel. Set up size: 30" x 30" x 30" and 15lbs.

HIGH OUTPUT LIGHTS

Two, studio quality, high output 2800K Halogen lamps for excellent & even color temperature and clarity. Floor standing supports extend to 48" height with 8 ft. power cord. 110v/50W, UL listed.

CAMERA STAND

Fully adjustable, high quality, aluminum tripod eliminates jitters and blurs commonly experienced with hand held shots. Extends up to 54" height.

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.



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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. Most recent product introductions include the Photo Studio in a Box™, Photo Studio In A Box--*Supersized*™ and pMix Personal Audio Mixer™.

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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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