

PHOENIX GOLD

///■■■■■CAR AUDIO



PRESS RELEASE

For Immediate Release
Media Contact:
Rusty Bennett
503-978-3349
rbennett@phoenixgold.com
Images:
www.phoenixgold.com/press

Phoenix Gold Previews 10,000-Watt Car Audio Amplifier At CES

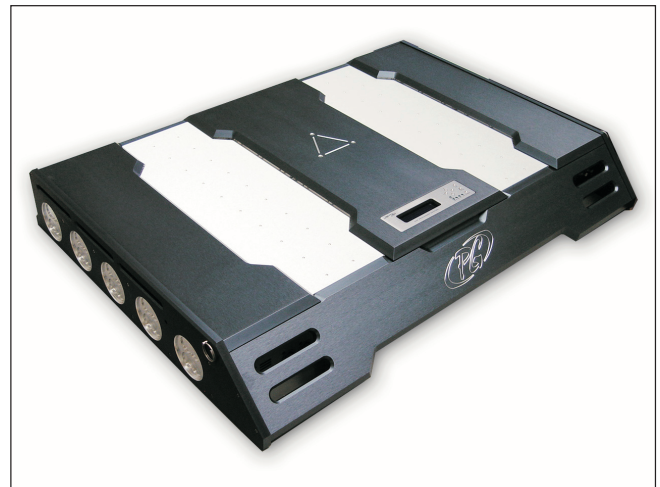
PORTLAND, OR, Jan. 1, 2004 — Phoenix Gold Car Audio, a division of Phoenix Gold International, Inc., is previewing the most powerful amplifier it has ever developed, the **Titanium Elite MPH10K**, a four-channel unit producing 2,500 watts per channel for a total of 10,000 watts continuous power at 14.4 VDC. The prototype will be displayed at the Phoenix Gold Car Audio booth at the 2004 International Consumer Electronics Show in Las Vegas, Nevada.

The massive amplifier is constructed with laser carved sheet aluminum for the outer case, and features 152 TO3PBL output transistors, 96 TO247 MOSFETs in the power supply, 15 variable speed fans, and hydraulic struts to assist lifting the top cover. The entire unit measures approximately 35"W x 25"D x 5"H and weighs about 100 pounds.

A custom designed Digital Signal Processing (DSP) unit controls all the amplifier functions including output, heat dissipation, and level control. Four separate full bridge DC-DC converters are present, two for the positive voltage high current supply and two for negative high current supply, providing fully regulated DC rails for optimum performance under any load. A fifth DC-DC converter supplies required voltages for the low level input circuits and high voltage low current supply for the voltage gain stages in the power amp.

The amplifier also has a true instrumentation differential input stage using Burr Brown op amps and true Class A voltage gain and pre-drive circuitry. Level control is implemented throughout by the use of 12-Bit multiplying DACs that are controlled by the onboard DSP chip. A removable digital display allows control of the various functions as well as displaying operating data.

"We have utilized much of the advanced engineering that we developed for our line of high powered Carver Professional amplifiers," stated Dr. Stephen Leigh, Vice President of Engineering at Phoenix Gold International. "We feel the MPH10K represents the pinnacle of design strategies and execution for the Phoenix Gold engineering team for 12-volt products."



Phoenix Gold International, Inc. (OTC:PGLD), founded in 1985 and located in Portland, Oregon, designs, manufactures, and sells innovative high quality, high performance electronics, accessories and speakers to the audio market. The Company's products are used in the car audio aftermarket, professional sound installations, and in custom audio/video and home theater applications. Products are sold under the brand names Phoenix Gold, Carver Professional, and AudioSource.

PHOENIX GOLD
///■■■■■CAR AUDIO