

PHOENIX GOLD

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PRESS RELEASE

Phoenix Gold Car Audio Introduces Xenon Convertibles

PORTLAND, OR, Jan. 1, 2004 —Phoenix Gold Car Audio, a division of Phoenix Gold International, Inc., is introducing the new Xenon line of high-performance component speakers that also can serve as coaxial speakers. These speakers feature radical new cosmetics based on styling elements found in exotic luxury cars, and incorporate the latest in high tech materials. Available in 5.25" and 6.5" cone sizes, each component speaker is shipped in a coaxial configuration.

For component installations, the tweeter is removable, and can be either flush-mounted, or it can be installed as a surface mount depending on the customer's needs. In addition, the 5.25" unit is also shipped with a variety of mounting plates to fit 5" x 7", 6" x 8", 6" x 9", and 6" factory openings. This will allow a dealer to carry only two SKUs to cover most of the automobiles in the market.

The **Xenon Convertibles** also feature the latest in Phoenix Gold acoustical engineering. The proprietary **Symmetrical Motor Drive™** completely linearizes the mechanical excursion of the voice coil, vastly increasing its useful length. When combined with the new Phoenix Gold **Xe.drive Magnetic Flux Regulation** technology that negates the effects of back EMF (internally generated magnetic energy caused by the coil moving within a fixed magnetic field), the result is tremendously lowered distortion and vastly increased output.

Each speaker has a cast aluminum basket, a custom designed rubber and expanded metal grill, forced air cooling, and oversized voice coils. The 25mm soft silk dome tweeter is connected to a 24dB per octave passive crossover network, and is protected by a unique rubber mounting grill.

Models Available April 2004:

- X6.5: MSRP \$399.99
- Power handling: 150watt RMS, 300watt peak
- X5.0: MSRP \$399.99
- Power handling: 150watt RMS, 300watt peak

For Immediate Release

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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.

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