

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 Introduces Xenon – The New State of the Art in Car Audio

PORTLAND, OR, Jan. 1, 2004 — Phoenix Gold Car Audio, a division of Phoenix Gold International, Inc., is introducing an entirely new product line for 2004 called **Xenon**. Inspired by the styling elements common to high-end exotic automotive marques, Xenon amplifiers and speakers utilize the latest high-tech materials in a unique design format incorporating sophisticated engineering and dramatic performance.

All the amplifiers and the subwoofers incorporate the Xenon icon, a bright blue LED encased in a unique bezel styled after the elliptical high intensity discharge headlights common to most high performance automobiles.

Xenon amplifiers feature **Xe.load**, which is a speaker impedance sensing circuitry that dynamically links the amplifier output to the speaker's resistance to insure full power on any load from 4 ohms down to 1 ohm. Xenon amplifiers will produce the same power regardless of the speaker impedance — a 600-watt Xenon amplifier produces 600 watts into 4 ohms, 2 ohms, or 1 ohm.

The two and four channel Xenon amplifiers feature Triple Darlington Bi-Polar Output stages for true high fidelity performance, and the monoblock amps use Class D technology for the best combination of power and efficiency to drive subwoofers. Massive inverted heat sinks combined with a variable speed forced cold air intake system keep the operating temperatures low, and in the event the amp does get hot under continuous high output operation, the proprietary **Xe.flow** cooling system features a thermal feedback circuit that insures the amp will never cycle off while the music is playing, regardless of the operating conditions. Finally, every Xenon amplifier feature 24dB Linkwitz-Riley crossover controls with detents to provide state of the art acoustic slope control, and separately defeatable, continuously variable, high pass and low pass filters.

The Xenon loudspeaker lineup was developed using extensive computer modeling tools, and every speaker has oversized voice coils and forced air cooling through the basket assembly to guarantee long life. 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 **Magnetic Flux Regulation** technology to negate the negative 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.

The Xenon subwoofers have dual spider assemblies, custom tooled, large rubber surrounds and reversible, wrap-around rubber mounting gaskets. Complementing the subwoofers are the innovative Xenon Convertibles, which feature removable tweeters that allow the speakers to serve as coaxials or components depending on the tweeter location. This versatility will increase the installation utility and decrease the number of SKUs needed to fit a variety of cars.

“All this technology, combined with our unique cosmetics, provides the best value and performance of any car audio line to be available in 2004. Phoenix Gold has once again risen to the top with this line — fantastic sound, unbeatable reliability,” exclaimed Brian Kelsey, Director of Sales and Marketing for Phoenix Gold Car Audio.

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