

# PHOENIX GOLD

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## PRESS RELEASE

### Phoenix Gold Car Audio Introduces Xenon Subwoofers

**PORTLAND, OR, Jan. 1, 2004** — Phoenix Gold Car Audio, a division of Phoenix Gold International, Inc., is introducing a new Xenon line of high-performance subwoofers. The **Xenon subwoofers** are available in 10" and 12" models, and provide very high power handling capability and outstanding bass performance.

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.

Xenon subwoofers feature cosmetics based on the look and feel of the high-end exotic car marques, and are constructed with the latest high-tech materials. Using advanced Computer Aided Modeling tools, Phoenix Gold has designed a visually unique polypropylene cone with a dual spider assembly and a custom tooled large roll butyl rubber surround. The dust cap reflects the same exotic styling motif that identifies the entire Xenon line, and incorporates 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.

To adequately cool the motor assembly at the highest performance levels, the air produced by the moving diaphragm assembly is carefully routed through the vented cast aluminum basket past the voice coil and out the custom tooled rubber motor housing cover, which also has a dust cap that matches the one in the cone to maintain the Xenon identity in a reversed mounting. The rubber wrap around mounting gasket, which also reflects the Xenon identity, can be inverted to insure that no air leaks occur in a reverse mounting.

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.

For Immediate Release

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#### Images:

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#### Technical Features:

- Injection Molded Polypropylene Cone
- Four Layer 2.5" Dual Voice Coil
- Injection Molded Wrap Around Rubber Mounting Gasket
- Heavy Duty Cast Aluminum Basket
- Injection Molded Rubber Motor Housing
- Custom Tooled Nickel terminal Block
- Five-Way Nickel Binding Post
- Custom Tooled Computer Optimized Conex Spider with Symmetrical Motor Drive
- Large 60Z Y30 Grade CAE Optimized Motor Structure with Magnetic Flux Regulation.
- Xenon Motif with Blue LED Injection Molded Dust Cap Assembly

#### Models Available March 2004:

- X10D2/D4: MSRP \$274.99
  - Power handling: 450watt RMS, 800watt peak
- X12D2/D4: MSRP \$299.99
  - Power handling: 500watt RMS, 900watt peak

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