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Ultrason Inc. Debuts Direct e-Commerce with Shopatron®

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New partnership provides additional dealer support and improved customer purchasing experience



Wildomar, Calif. - (October 21, 2008) – Ultrason Inc., distributor for German headphone manufacturer Ultrason AG, announces a partnership with Shopatron® to offer online availability of its entire headphone line to the U.S. on www.Ultrason.com. With Shopatron, Ultrason offers increased support to its dealer network by allowing them to fulfil purchases made from Ultrason's website with their own inventory. This new system also provides an improved purchasing experience for Ultrason customers by offering convenient purchasing direct from Ultrason's website coupled with additional delivery options.

Paul Taylor, President of Ultrason Inc. commented, "With detailed product information, press releases and third party reviews hosted on our website, we have given our customers all of the information they need in order to make an informed purchase decision. It only makes sense to give them the option to purchase our headphones directly from the website. This new e-commerce system further demonstrates Ultrason's commitment to its retail partners; we anticipate this deal will help increase the volume of headphones moving from our retailer's shelves."

About Ultrason

Based near Munich, Germany, Ultrason AG has been manufacturing headphones for the audio market for over 17 years, during which time the company has developed and applied for more than 60 patents for its innovative technology. The company's unique, patented S-Log™ technology creates natural surround sound without the use of additional electronic devices. Ultrason headphones represent a safer listening experience by reducing sound pressure on the ear drum by up to 40% and also by offering shielding from EMF radiation up to 98% through the use of patented ULE (ultra low emission) technology. For more information about Ultrason headphones, go to www.ultrason.com.

<http://www.guitargearheads.com/modules/news/article.php?storyid=454>