

JL AUDIO PARTNERS WITH SHOPATRON TO LAUNCH DEALER-FULFILLED INTERNET SALES PROGRAM

JL Audio announced today that it has entered into an agreement with Shopatron to launch a program aimed at increasing traffic and business for existing dealers.

December 3, 2008

Miramar, FL—December 2, 2008—JL Audio announced today that it has entered into an agreement with Shopatron to launch a program aimed at increasing traffic and business for existing dealers. The new sales program will allow U.S. consumers to purchase JL Audio mobile and marine products on the JL Audio website (www.jlaudio.com), but then directs these orders to the qualifying JL Audio dealer geographically closest to the consumer, for in-store pickup or shipping of the order. JL Audio will launch this effort in January, 2009.

Shopatron (www.shopatron.com) is the leading provider of eCommerce solutions for branded consumer goods manufacturers and successfully runs similar programs for Callaway Golf, Nordica, Panasonic, and many other top brands.

Participating dealers will benefit from JL Audio's industry-leading website traffic and will be able to take advantage of e-commerce sales without the hassles of web site monitoring and design, online financial transactions or potential fraud. Shopatron takes on all these responsibilities and pays dealers via bank transfers twice a month.

"This is a tremendous benefit for JL Audio and its most supportive dealers," said Hal Moulton, VP-Mobile Audio Sales for JL Audio. "The program has proven itself in other industries and is sure to be a big success for our dealer base."

"Not only does this drive internet business back to our dealers," said Manville Smith—VP Marketing for JL Audio, "but, it also facilitates the conversion of internet buyers into long-term, in-store customers."

"This is an immense opportunity for both Shopatron and JL Audio." Said Brian Clausen, President of Shopatron. JL Audio is the first mobile audio company to join Shopatron and we are excited to help them grow their brand and expand business through their retailers."

About Shopatron

Shopatron, Inc., the leading provider of global eCommerce solutions for consumer goods manufacturers, enables consumer brands to accept and fulfill orders online while avoiding channel conflict. Through Shopatron, orders which are placed on manufacturer's Web sites are fulfilled by shipment or in-store pickup, using the manufacturer's existing network of retailers.

Headquartered in San Luis Obispo, CA, Shopatron manages a network of more than 500 manufacturers and 10,000 retailers across 35 consumer products industries. Some of Shopatron's clients include: Berkley Fishing, Brooks Running, Callaway Golf, D'Addario, Johnson Outdoors, Mammut, MK Diamond, Nordica, Panasonic, Spy Optic, Stearns and Thule. For more information and a full client list, visit www.shopatron.com.

About JL Audio

Headquartered in Miramar, Florida, JL Audio is a high-end home audio, mobile and marine electronics design and manufacturing company that has been manufacturing high-quality audio solutions for discriminating listeners for more than twenty years. JL Audio products are sold exclusively by specialty retailers throughout the U.S.A. and distributed in fifty-eight countries around the world. Recipient of numerous awards and accolades, JL Audio loudspeakers, amplifiers and subwoofers have been awarded fourteen U.S. patents for innovative audio technology.