



## **PRESS RELEASE**

## **FOR IMMEDIATE RELEASE**

October 10, 2007

### **Axonix Announces New Home Theater Sales Representative North of the Border Aralex Acoustics Ltd. to Cover Canadian Territory Coast-to Coast**

Salt Lake City, Utah - Axonix Corporation, the world leader in High Definition MediaServer Technology, announces that it has appointed Aralex Acoustics Ltd. of Coquitlam, British Columbia, Canada as its new sales representative to cover the Canadian territory.

Aralex will represent the entire line of Axonix MediaMax HD products. The strategic alliance will have Aralex augmenting Axonix's sales throughout the entire Canadian region that includes ten Provinces and three territories. Aralex Acoustics Ltd. is known as a leading Canadian representative and distributor of high quality home audio and video products utilizing a select network of dealers throughout Canada.

"Aralex is a perfect fit for expanding MediaMax into Canada," commented Douglas Kihm, Axonix's President and COO. "Their established base of custom home integrators, strong technical expertise and broad vendor list compliments the MediaMax Entertainment Server product line. Partnering with Aralex will allow Axonix to build on its' continued growth into Canada with an aggressive marketing campaign coupled with a broad training program."

Doug Alexander, President of Aralex Acoustics, stated, "We're excited about the potential of MediaMax HD in Canada. MediaMax HD allows instant playback of media stored on its MediaServer including: HD and SD DVD movies, CD, MP3 and WAV music, photos and downloaded movies and music via the new Axonix NetPlay™ service. Any media can be played simultaneously in any room. Our unique business arrangement will ensure a high level of dealer and end user service, great margin potential and superior order turnaround time for the Custom Install and Independent Specialist channels."

#### **About Aralex Acoustics Ltd.**

Aralex provides fast and reliable service from coast-to-coast in Canada. Using many years of industry sales and distribution experience, the Aralex team is qualified to supply any local or national retail outlet with year-round product supply service.

#### **About Axonix Corporation**

Axonix Corporation celebrates its 24th year of delivering tens of thousands of affordable media sharing solutions to companies such as Dell®, Gateway® and NEC®. MediaMax™, is an award winning multi-room media server that loads, stores and delivers on-demand HD DVD/Blu-ray movies, music, photos, Internet content and other media. Combining elegant operation with uncompromised quality, MediaMax has quickly become the solution of choice for home, yacht, hotel and digital signage integrators around the world. MediaMax – The New definition in Home Entertainment™.

## **USA Distribution**

Axonix Corporation Headquarters, USA - 3785 South 700 East, Salt Lake City, Utah 84106

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## **International Distribution**

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