

## **Trusonic announces new, innovative Internet-based Media Player**

La Jolla, CA (September 2, 2008) - Trusonic, Inc., provider of the preeminent platform for the digital delivery of Business Music and Messaging to successful brands worldwide, announced today the release of its state-of-the-art third generation media player, the Model III MBOX. This event marks the introduction of Business Music and Messaging's first solid-state media player with a fully licensed music library. Since its acquisition by Fluid Music Canada, Inc. last year, Trusonic has increased the pace of its technology and product innovations, of which the launch of the Model III represents a significant milestone.

The MBOX Model III replaces its previous generation's hard drive with solid-state memory, removing the last moving parts from the media player and thereby ensuring even greater reliability, which is reflected in its included two-year warranty. Additionally, the Model III is lighter with a smaller footprint, weighing just 60% of the previous generation. For Trusonic clientele, both direct and through its Value Added Reseller community, this means increased flexibility in installation as well as savings on shipping costs. New provisions have been designed into the exterior case to allow for wall mounting while the extremely lightweight design (1.5lbs) makes the more traditional installation easier than ever.

The Model III not only continues a long history of providing trouble-free, long-term value to thousands of locations worldwide, but also enhances its tradition of innovation by offering hardware requiring a maximum of just 20% of the power of its nearest competitor. In large scale corporate installations consisting of several hundred locations, this power consumption not only complies with corporate "green" initiatives, but also results in tens of thousands of dollars saved throughout the life of a services contract.

Like previous generations, the Model III provides Ethernet network connectivity and continues to be the sole media player capable of dial-up access through existing phone lines (such as a FAX machine line) in the absence of network connectivity. The access by either Ethernet or dial-up includes the ISP usage and a network of 50,000+ dial-up points of presence worldwide connecting to Trusonic ISPs. All customer requirements are predetermined and configured during initial factory setup so that the only requirements necessary for installation are opening the box and plugging in. Within 20 seconds the client's pre-installed schedule is up and running. Although Trusonic maintains an enormous database of installers nationally, over 90% of all Trusonic locations are self-installed.

Also like previous versions, the Model III continues to be a two zone, four services player, providing discrete control over both Music and Messaging in each zone. Accessing the Model III is done via a secure browser-based online client. Control of access can be given to one, many or all locations depending upon the client's need.

Keith Buckley, President of Trusonic, remarked, "With the introduction of the Model III, Trusonic furthers its product leadership in the Background Music and Messaging business. Model III widens the gap between Trusonic and its competitors in this sector. In terms of scalability, ease of use, and functionality, our product continues to be the superior choice for retail and hospitality enterprises who are seeking a background music platform that not only complements but enhances their brand experience."

Among additional functionality the Model III facilitates are auditable ad play reports retrievable at any time, and message addition or removal within minutes at one, or every location worldwide. Trusonic's music library, now at more than 5 million tracks, remains the largest licensed library on the globe.

For more information on Trusonic, go to [www.trusonic.com](http://www.trusonic.com)

### **About Trusonic**

Trusonic's comprehensive audio solution creates an immediate, quantifiable connection between business, consumers, and digital out-of-home advertisers, and is favored by many of the nation's top retail and hospitality brands for its ability to target messaging and enhance the brand experience. Trusonic is a wholly owned subsidiary of Fluid Music, a public company listed on the Toronto Stock Exchange (TSX:FMN). Fluid Music is the world's largest private label music aggregation and distribution company. For more information regarding Trusonic email [brosen@trusonic.com](mailto:brosen@trusonic.com).