



PRESS RELEASE

For Immediate Release

DPL GOES PLATINUM - AWARDS ETHEREAL PLATINUM SERIES PL-HDM1 1-METER HDMI™ CABLE A 5-STAR RATING *Ethereal's Top HDMI™ Cable Earns DPL's Best Performance Rating*

ORMOND BEACH, FL – DECEMBER 19, 2008 – DPL Laboratories, Inc.(DPL Labs), the electronics industry's leading digital technology testing laboratory focused on digital signaling solutions such as HDMI™, announced today that it has completed testing on select HDMI™ cables supplied by Ethereal Home Theater (Ethereal), a participant in DPL Labs' Digital Performance Level Certification Program (DPL Certification Program or DPL Program). Based on results obtained through the program's exhaustive testing regime, DPL Labs has awarded Ethereal a "5," or "best," performance rating on the Ethereal PL-HDM1 one-meter HDMI™ cable. This is DPL Labs' first "5" rating on an HDMI™ cable longer than .5 meters.

DPL Labs created the DPL Certification Program in order to assist consumer and commercial buyers in the process of selecting the HDMI™ product best suited to meet their individual needs based on a product's actual tested and confirmed performance...not just on the manufacturer's advertised claims. DPL built a best-of-class digital laboratory featuring: the finest Tektronix suite of digital test equipment...the industry's brightest and most knowledgeable digital engineers...exclusive proprietary testing algorithms and processes...all for the purpose of assuring the absolute highest resolution and accuracy in the analysis of new digital domain solutions. Product performance results from DPL Labs independent laboratory are then published on the company's website at www.dplrating.org for easy reference by anyone in the market for quality HDMI™ products.

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Ethereal supplied DPL Labs with products from its exclusive Platinum series of HDMI™ cables for performance testing. The Platinum series of cables from Ethereal represent their finest engineering and features such design innovations as 5X shielding, solid silver signal conductors, nitrogen-injected skin-foam-skin dielectric materials and more. DPL's engineers conducted a rigorous multi-variable testing regime resulting in a comprehensive picture of a cable's true level of performance.

The PL-HDM1 one-meter cable earned DPL's highest rating of "5" or "best" and has been



awarded the DPL Platinum 5-Star Performance Certification Seal verifying this achievement. The Ethereal cable is the first cable with a length greater than .5 meter to achieve this DPL rank. The actual results for all supplied Ethereal

cables can be found on DPL's website at <http://www.dplrating.org>.

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ABOUT DPL LABORATORIES, INC.

DPL Laboratories, Inc. of Ormond Beach, FL (DPL Labs) administers the Digital Performance Level Certification Program (the DPL Program) in which their independent laboratory tests advanced digital signaling products, such as HDMI™ cables, against an objective performance standard and determines an accurate ranking based on actual data-backed results. All products are ranked on a simple numeric scale that ranges from "1" to "5" representing "good" to "best" performance. Consumers can then use this ranking to assist them in purchasing the correct product for their application. Look for the DPL performance certification seal as your assurance of quality product performance.

Brands participating in the DPL Program include: Acoustic Research, Direct Connect, Ethereal, Honeywell, Next Generation, Phoenix Gold, SR Components, Inc., Signature Wire Corp., and SnapAV. To see a continuously updated list of participating manufacturers, or to get more details on this program, see online at: <http://www.dplrating.org> or call 386/615-2324.

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