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Altec Lansing's inMotion™ Scores Double Awards Win At International CES 2004

*First Portable Audio System for Apple iPod™ Honored in TechGirl Product Showcase;
Product Also Receives Innovations 2004 Design and Engineering Prize*

LAS VEGAS CONVENTION CENTER, ROOM N204 – (January 8, 2004) – Altec Lansing® Technologies, Inc., the leader in the design and manufacture of Powered Audio products, today announced that its revolutionary new inMotion portable audio system for the Apple iPod has taken top honors in two of the International Consumer Electronics Show's biggest events: the "Technology is a Girl's Best Friend" (TechGirl) Product Showcase, and the CES *Innovations 2004* Design and Engineering Showcase awards.

inMotion will be on display at the winners' exhibits for both competitions during CES, the world's largest consumer technology tradeshow, January 8-11, 2004 in Las Vegas.

Altec Lansing's inMotion, unveiled in October of 2003, is the perfect iPod companion. No bigger than a paperback book, inMotion sports a docking bay specifically designed for the iPod. It also features MaxxBass® technology for strikingly deep bass, and four full-range, custom-designed neodymium micro drivers for clear audio output. Just plug in the iPod and get ready for sound that far exceeds anything music lovers can expect from such a small, lightweight, and low battery power consumption unit.

CES' TechGirl and *Innovations 2004* awards honor technology products that are at the forefront of their field. The TechGirl Product Showcase, now in its second year, spotlights consumer electronics that combine new technologies with good design and pay particular attention to the needs of the female consumer. Journalists from top women's media outlets and leading technology reporters judged entries in eight different categories, rating the products on form, function, overall ease-of-use, and benefits to female consumers. Only 16 products, two from each category, were selected from the nearly 300 entered in the competition.

Innovations 2004 is one of the highest and most enduring traditions at International CES. The showcase gives consumer technology manufacturers and developers the opportunity to have their newest products judged by a preeminent panel of industry designers, engineers and journalists. Winners in the competition meet the judges' stringent criteria for user value, aesthetics, contributions to the quality of life, and innovative design and qualities.

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“inMotion has exceeded all our expectations since its introduction in October. These two coveted awards only add to the strong reception the product has received among critics and our customers,” said Bob Garthwaite, Senior Vice President, Sales & Marketing for Altec Lansing Technologies. “Altec Lansing would like to thank the judges, sponsors, and organizers of the TechGirl and *Innovations 2004* Design and Engineering Showcases for singling out inMotion for recognition.”

MaxxBass® Technology

In addition to its other features, inMotion borrows principles from the professional audio world to deliver natural-sounding bass at frequencies far below those otherwise possible from small speaker sets. The patented technology, called MaxxBass®, gives inMotion its distinctive audio appeal.

When docked in the inMotion docking bay, iPod can perform all data transfer/synchronization functions normally possible via the iPod dock. inMotion even takes advantage of iPod's music alarm feature to create a fully-functioning alarm clock.

Other valuable features include an iPod color scheme, extra-low battery consumption, Class D amplification, headphone jack, auxiliary input jack (3.5mm stereo cable included), and flush-mounted power and volume controls.

Altec Lansing's inMotion portable audio system is priced at \$149.00 (MSRP) and is sold via Apple's online store as well as in Apple retail stores nationwide. For more information about inMotion, or any of Altec Lansing's other premium-quality Powered Audio solutions, visit the company's exhibit at CES in Room N204, or log on to www.alteclansing.com.

About Altec Lansing Technologies, Inc.

Altec Lansing Technologies, Inc., has a rich legacy of blending art and science to stir the soul with high quality consumer and professional speaker systems. The market leader in Powered Audio™ Systems, Altec Lansing designs, manufactures and markets a wide range of computer and home entertainment sound systems and a line of headsets and headphones. The company's Professional division, re-launched in 2002, builds on the storied Altec Lansing name among sound system specifiers, contractors and installers in the fixed installation market. Headquartered in Milford, PA USA and privately held, Altec Lansing also has offices in Austin TX, Oklahoma City OK, Luxembourg, and Hong Kong. In addition, Altec Lansing has an ISO 9002 and SA8000 certified manufacturing facility in The People's Republic of China. The company employs about 1,500 people worldwide.

Altec Lansing is a registered trademark of Altec Lansing Technologies, Inc. iPod is a trademark of Apple Computer, Inc., registered in the U.S. and other countries. MaxxBass is a registered trademark of K.S. Waves LTD. All other trademarks are the property of their respective owners.

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