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DEFINITIVE TECHNOLOGY MYTHOS® XTR®-50 ULTRA-SLIM LOUDSPEAKER NOW SHIPPING

**Revolutionary razor thin speaker complements ultra-slim TVs
and delivers big speaker performance**

BALTIMORE, March 23, 2010 – Definitive Technology today announced that the Mythos XTR-50 has started shipping to US retailers. Definitive retailers have eagerly awaited delivery of the 1.5" deep high performance speaker since its first showing at CEDIA 2009 as it is an ideal on-wall component speaker solution for their customers with ultra-slim TVs.

The Mythos XTR®-50 is an ultra-thin (1.5" deep) on-wall, on-shelf loudspeaker that delivers a level of high performance previously thought impossible in shallow enclosure speakers. Definitive developed the Mythos XTR-50 to look perfect on a wall or shelf next to an ultra-thin TV. It combines the thin profile of "panel" speakers with the high definition detail, bass, and dynamic range performance of a high quality dynamic speaker.



The XTR-50 was named an International CES Innovations 2010 Design and Engineering Awards Honoree in the High Performance Audio category.

“Definitive was the first US speaker brand to develop slim stylish speakers that complemented plasma and LCD TVs when they first hit the market” said

Definitive’s Executive VP Dave Peet. “The Mythos series models were a runaway success and have been widely imitated. Judging by the flood of dealer orders it looks like we’ve hit the bull’s eye again with the XTR-50.”

The Mythos® XTR®-50 comes supplied with a wall mounting bracket that allows either vertical or horizontal orientation with a total installed on-wall depth of only 1.6 inches (40mm) as well as smoked glass stands for vertical table-top use and horizontal shelf placement. Whether mounted on-wall or on shelf, used as Left and Right, Center or Surround channel speakers the Mythos XTR-50 looks terrific and sounds astonishing.



The Mythos XTR features a hand polished aircraft grade Aluminum extruded enclosure that measures 27" H x 6" W x 1.5" D (68.6cm x 15.3cm x 3.8cm), the perfect size for 46" - 55" TVs. The Mythos XTR-50 has an MSRP of \$699 and is now shipping. Three additional Mythos XTR speakers are planned for delivery later in 2010.

About Definitive Technology

Definitive Technology has been committed to building superior sounding home audio and home theater loudspeakers since 1990, when the company was founded by three lifelong audiophiles and experts in speaker design, acoustics and marketing. Definitive Technology loudspeakers are among the most positively reviewed and honored high performance loudspeakers on the market. Based in Baltimore, Maryland, Definitive Technology is part of the DEI Holdings family of consumer electronics brands. Audio/video specialty retailers throughout the US and over 30 countries around the world proudly sell Definitive Technology loudspeakers. For more information and the location of your nearest Definitive retailer visit www.definitivetech.com, or call us at (800) 228-7148 (USA and Canada). Outside of North America, call +1 (410) 363-7148.

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