



PAG Canada, Ltd. named exclusive Canadian Distributor of Sounddog Wireless Tabletop Audio System

Winnipeg, MB. – February 15, 2010 – PAG Canada, Ltd. today announced that it has been named as the exclusive Canadian distributor of the Sounddog® audio system. Manufactured by Sprox®, Inc., the Sounddog system accommodates up to an 8 channel transmitter and unlimited wireless tabletop speakers. The Sounddog speakers allow restaurant and sports bar patrons to hear audio right at their tables from any of the displays stationed around the establishment.

Sounddog's wireless audio technology introduces a way for fans to enjoy sporting events in a bar or restaurant setting. They will be seeing the game while simultaneously hearing the play-by-play commentary. By using wireless technology, the Sounddog speaker allows customers to audio surf through eight programs being broadcast simultaneously. While the restaurant selects the programming, the customer can control which program they listen to and adjust the volume using digital push buttons and an easy on/off volume control on a hand-held unit.

“We selected PAG to distribute Sounddog in Canada based on the company's quality representation, dedication to the installed sound market, and their network of channel partners,” said Sandy Thomas, President of Sprox®, Inc. “We are confident that this agreement will provide greater access to Sounddog for a broader customer base, while also offering hands-on, high-quality service.”

The digital eight-channel transmitter, which broadcasts sound over a low FM frequency, does not interfere with other wireless devices. Sounddog works with any standard or high-definition cable or satellite receiver or any other audio source. The system runs for a minimum of 16 hours on a single charge, and recharges overnight on a wall-mounted charging station called the DogHouse™.

“When we first saw the product, we had all sorts of applications for it even beyond the Hospitality market.” says John McArthur, Principal and Vice-President of Sales & Marketing at PAG Canada. “We have a strong track record of providing innovative solutions for the audio installation

market and Soundog is an exceptional product to add to our toolbox.”

“This unique product entices sports fans to stay and finish the Inning, Quarter, Period or Game.” states Mark Kulas, Principal and President of PAG. “By staying longer, those sports fans are increasing profits for bar and restaurant owners.”

To find out more about Soundog, visit www.SOUNDOGcanada.com or email Sales@PAGcanada.com or call 1.866.9PAG CAN (972.4226)

About Sprox, Inc. □ Founded in 2001 in Charlevoix, Michigan, Sprox®, Inc. manufactures Soundog®, a wireless, tabletop audio system that enables customers to hear sound from TV sets in commercial establishments in the 72 – 76 MHz spectrum. Soundog provides customers the opportunity to interact with televisions wirelessly using digital push buttons and an easy on/off volume control. Soundog can be found in bar and restaurant establishments throughout Canada including Applebee’s, Moxie’s Classic Grill, Moxie’s Shark Club, Pizza Hut and Boston Pizza locations. For more information, visit www.mysoundog.com.

About PAG Canada, Ltd. PAG Canada is the largest Professional Audio manufacturer’s representation firm in Canada with corporate Headquarters in Winnipeg, Manitoba and regional operations in Vancouver, Toronto, Montreal and Moncton. PAG Canada, Ltd. is based on a very simple philosophy: approach each sales opportunity as a way to form new partnerships or reinforce existing relationships, while acting as the manufacturer’s local affiliate. PAG Canada is an award winning, solutions oriented organization with industry and technical knowledge that offer value to its customers. For more information, please visit www.PAGcanada.com

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