



M-Audio Customer Support Transitions to 12-Hour Work Day

Longer hours bring additional support to users in the U.S. and around the world

Los Angeles, CA, January 7, 2004 – M-Audio, industry-leading manufacturer and distributor of hardware and software for computer-centric musicians, is proud to announce that M-Audio's Customer Support Team will now be available 12 hours a day, between 7:00AM and 7:00PM Pacific Standard Time. Effective immediately, these new hours offer additional opportunities for users worldwide to benefit from speaking with M-Audio's experienced and highly trained support staff.

M-Audio's customer support staff is available to answer questions regarding all M-Audio hardware products, plus all versions of Propellerhead Reason, ReCycle, and ReWire; Ableton Live; ArKaos VJ; Sonic Reality ReFill libraries, and more. As the digital audio recording set-up often contains a variety of components, M-Audio technical support encompasses outboard gear, software setups and general computer and operating system issues as needed.

"We are very excited about the commitment of our Customer Support staff to this increased level of service," says Woody Moran, Vice President Sales & Marketing. "The extended hours for our Customer Support team mean that not only can we be more responsive to our customers in the States, but it also creates a larger window of real time communications for our worldwide support staff in Europe, Latin America, and the Pacific Rim."

"Our technical staff is very pleased to offer these extended hours to our customers, as it enables them to assist even more users than before," says Calvin Banks, Head of Technical Support. "This demonstrates M-Audio's dedication to going the extra mile to serve our customers, who are musicians as we are."

About M-Audio

M-Audio is a leading provider of creative tools for today's electronic musicians and audio professionals. Founded in 1988, M-Audio now has independent offices in the US, Canada, UK, Germany, France and Japan, as well as independent distribution in most of the rest of the world. M-Audio's ability to parlay advanced technology into affordable products has led the Company to win some of the international audio community's highest praise and awards. M-Audio's mission of "Redefining the Studio" delivers new levels of control, virtualization and mobility that transform the way computer-centric musicians compose, perform and live their creative lives. In addition to manufacturing its own product lines like the popular Delta audio cards, Studiophile reference monitors and USB MIDI controllers, M-Audio also wholly owns Evolution Electronics LTD and distributes other best-of-class products such as Propellerhead's Reason, Ableton's Live, and Sonic Reality's ReFills. In 2002, the Company successfully launched a product line that brings professional-quality audio to the consumer electronics market.

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High-res images of M-Audio products are available at www.m-audio.com/company/images.php.

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