



NEWS RELEASE

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SRS WOW HD AUDIO AND BASS ENHANCEMENT TECHNOLOGY FEATURED IN NEW BLUETOOTH AUDIO DEVICE FROM IOGEAR

SRS Labs signs deal with IOGEAR to license SRS WOW HD audio technology for new Bluetooth Audio Transport

SANTA ANA, Calif., November 13, 2007 – SRS Labs, Inc. (NASDAQ: SRSL), a leading provider of surround sound, audio enhancement and voice processing technologies, announced today IOGEAR as its newest SRS WOW HD licensee. IOGEAR today launched the Bluetooth Audio Transport (GBMH221W6), a Bluetooth headset accessory for the portable media market that uses SRS WOW HD to dramatically improve the audio performance of content played on any Bluetooth-enabled audio device.

The IOGEAR Bluetooth Audio Transport allows the user to listen to music and audio wirelessly from any Bluetooth-enabled product, such as an MP3 player, mobile phone, computer, home stereo system, TV and other audio devices. After the two Bluetooth devices recognize each other, the Audio Transport processes the audio using SRS WOW HD for an optimal music listening experience with immersive audio realism and improved bass response. The maximum wireless range for the Bluetooth Audio Transport is 33ft.

“We are excited to work together with SRS Labs to launch this truly innovative product,” said Miranda Su, VP of sales and marketing at IOGEAR. “By coupling SRS’ cutting-edge WOW HD technology with our new Bluetooth Audio Transport, we are bringing a whole new dimension of listening enjoyment to our customers.”

IOGEAR’s Bluetooth Audio Transport also includes a button control and a microphone for use with Bluetooth-enabled A2DP mobile phones, allowing users to pick up phone calls

during music playback, even if their mobile phone is tucked away. There are five control buttons integrated into the Audio Transport for quick access to functions, including play/pause, track selection and volume control. The built-in rechargeable battery provides up to 6-hours of play time and the Audio Transport can be recharged via the USB port of any computer.

SRS WOW HD technology significantly improves audio performance, especially of highly compressed music files, by expanding the size of the perceived audio image, providing deep, rich bass response and improving definition and clarity of high frequencies. SRS WOW HD also restores information that is lost by traditional recording and playback techniques, creating a more natural and realistic audio experience. SRS WOW HD is a complete and scalable suite that can be customized by portable audio manufacturers to improve the quality of audio played over any digital audio player. To date, over 500 million hardware and software products including the SRS WOW family of audio technologies have shipped or been downloaded worldwide. The technology continues to be the first choice for manufacturers due to its flexibility, ease of integration, cost saving benefits, and better overall audio performance.

“We are delighted to work with a company like IOGEAR to bring Bluetooth products to a new level with highly-innovative features and unique designs,” said Michael Franzi, Vice President of Sales and Licensing, SRS Labs. “As the Bluetooth market continues to grow and expand, OEMs and product designers are quickly realizing the competitive benefits of SRS technologies to deliver the best available audio experience to the customer.”

The IOGEAR Audio Transport (model GBMH221W6) is priced at \$79.95(MSRP) and available immediately from all major catalog and online resellers, as well as selected retail outlets. It comes with IOGEAR’s 1-year warranty. For further information on IOGEAR and its connectivity solutions, please visit www.iogear.com.

About SRS Labs, Inc.

SRS Labs is a leader in audio signal processing for consumer electronics. Founded in 1993, SRS Labs holds 129 worldwide patents, with another 34 pending, for advanced audio, voice and surround sound technologies that optimize and improve the listening experience through techniques based on research into the human auditory system. Through partnerships with leading global manufacturers and semiconductor and software partners, over one billion products have shipped worldwide utilizing SRS audio technologies, primarily from one of three main technology families, SRS WOW®, SRS TruSurround® and SRS Circle Surround®. SRS Labs audio and voice processing provides the best possible sound from all content and in every environment including HDTVs, mobile phones, portable media devices, A/V components, PCs and automotive entertainment. And with 38 percent of the 58 million flat panel televisions shipped in 2006 featuring SRS audio processing, SRS Labs is the de-facto standard of HDTV audio processing. Additionally, SRS Labs surround sound solutions provide the professional broadcast and recording industries with high-performance production, back-haul, storage, and transmission capability. SRS Labs supports manufacturers worldwide with offices in the US, China, Europe, Japan, Korea and Taiwan. For more information, visit www.srslabs.com <<http://www.srslabs.com>>

About IOGEAR

IOGEAR, Inc., headquartered in Irvine, CA, offers fun, stylish and innovative technology products to home users, office workers and road warriors. A leading connectivity manufacturer, the company provides a range of KVM (Keyboard, Video, Mouse) and KVMP (Peripheral), Connectivity and Sharing, Networking, AV Digital Home, Mobility and Desktop solutions.

IOGEAR's products decrease office clutter, create true connected home and small-office environments and enhance mobile lifestyles. As one of the only true manufacturers in the industry, IOGEAR offers high-quality products backed by the service and support that consumers demand. Regardless of time and location, customers can reach the Customer Advocacy Team for support at 1-866-946-4327.

IOGEAR is an environmentally-conscious organization that emphasizes conserving natural resources to employees and customers. The company distributes products throughout North and South America, Europe, Asia-Pacific and the Middle East. For further information, please visit IOGEAR's Web site at www.iogear.com.

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Note to Editors: When referring to IOGEAR, please print in all caps.

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