



Marshall Electronics, Inc.

Product Innovation Through Technical Excellence!

1910 East Maple Ave. El Segundo, CA 90245

Phone: (310) 333-0606 Fax: (310) 333-0688 E-Mail: Sales@MXLmics.com

Internet: www.MXLmics.com

FOR IMMEDIATE RELEASE

MXL GOES LIVE AT WINTER NAMM

MXL will debut the LSC- & 2—the company's first hand-held condenser microphone for live and stage performance.

El Segundo, CA – January 14, 2010 – MXL Microphones (NAMM booth #6866, Hall A), the professional audio division of Marshall Electronics, will roll out its much-anticipated Live Series microphone at this year's Winter NAMM.

MXL's entry into live microphones is significant news for the company and the microphone industry as a whole. A decade ago, MXL changed the industry by producing affordable, very high quality studio condenser microphones; now MXL plans to take its successful business model to the live mic market. "MXL is going live and we're going to take the industry by storm," says Jim Mona, MXL's National Sales Manager. "The LSC is going to have the same impact on the live market that our 990 had on recording."

Referring to the company's famous 990 condenser microphone that broke the price barrier for working musicians, Mr. Mona emphasizes that the new LSC-1/2 is not only affordable but includes extraordinary features. "We didn't want to hash out the same old technology manufacturers have been using for decades," he notes. "The LSC is built for today's artists with today's technologies."

MXL's Live Series Collection is a specially-designed live/stage condenser that outshines ordinary live microphones in performance and tonal clarity. Built with rugged metal body construction, the versatile LSC-1/2 includes three interchangeable capsules to create three polar patterns (cardioid/omni/hyper-cardioid), so owning the LSC is like owning three different mics in one. Other features unheard of in its price range include a roll-off switch with steep cutoff to reduce handling noise and proximity effect. The LSC-1/2 is so well designed, MXL says it can even be used in the studio.

The MXL LSC-1/2 Live Series microphone includes 25 ft microphone cable, mic stand adapter, cardioid/omni/hyper-cardioid capsules, carrying case and cleaning cloth. The MXL LSC-1/2 is expected to ship with an MSRP \$299.95.

Contact Mary Ann Giorgio, (800) 800-6608 x224, maryann.giorgio@marshallelectronics.net

[Note to Editors: Please stop by the MXL/Mogami NAMM booth #6866 to receive a special gift and personal tour. MXL staff will be on-hand for interviews and demonstrations of the MXL LSC-1/2 and other MXL products.]