

CORPORATE BACKGROUNDER

COMPANY BACKGROUND

Trick Audio is a designer and worldwide marketer of earphones for portable audio applications. In March 2006, after a year of research and development, the Company launched the TA-100 Noise Blocking Earphone from its Burnsville, Minnesota headquarters. The TA-100 is designed for listening to quality audio in very loud environments.

The Company is a new competitor in the very rapidly growing audio accessories market. This market is attracting new products and suppliers as a result of the widespread success of the Apple iPod and other digital audio players. Trick has focused the TA-100 on two segments of the audio market:

- Users who fear hearing damage after listening to audio through conventional earphones for long periods of time at high volume
- Users listening to their audio devices in loud environments such as at motor sports events, on airplanes, or in crowded and noisy gyms.

The TA-100 was engineered for use in one of the world's most challenging listening environments ... race car driver/crew radio communications ... where noise levels in the car and trackside can exceed 150 decibels. The earphones use passive noise reduction to block 35 to 45 decibels across the full sound spectrum.

TA-100 noise elimination levels rival the performance achieved with "active noise reduction" headphones that can cost ten times more than the Trick TA-100. This breakthrough performance was achieved by applying the noise blocking technology of in-the-ear foam tips that have proven effective with pilots in U.S. Army helicopters.

When consumers use the TA-100 in their listening environment, the noise blocking capability allows listening to the audio at a much lower and safer volume. This is an important factor in the market today because of recent litigation associated with hearing damage allegedly caused by listening to portable audio at high volumes. The TA-100 now offers the market a new alternative at a price point that many more consumers can afford.

MANAGEMENT TEAM

Gary Stevens – Chairman & Advisor

Mr. Stevens is the co-founder of Trick Audio, its Chairman and principal financier. He is not involved in daily operations of the business. Stevens was co-founder of On Track Data Recovery. Stevens and Stagni are veterans of the computer industry, both getting their start with one-time industry leader Control Data Corporation.

Lee Stagni – President & CEO

Mr. Stagni is a co-founder of Trick Audio and oversees the daily operation of the business. He brings the organization over 30 years of senior management, sales and marketing experience in the computer industry. Stagni is involved with several non-profit organizations and acts as an advisor to several new technology ventures.

Jeff Johnson – V. P. Engineering & Production

Mr. Johnson handles product development and production for the Company. He holds degrees in both electrical and manufacturing engineering. Johnson is also co-owner of Archer Racing Accessories, the country's leading Dodge Viper performance tuner and the exclusive track-side service provider for the Viper Racing League and Michelin Challenge Series. This background will help him as he develops a national network of motor sports dealers to carry the Company's product line.

Dennis Imbody – V. P. Sales & Marketing

Mr. Imbody brings a 30-year track record in retail consumer products sales experience and will handle the development of Trick channels of distribution. He has held positions within consumer electronics firms as well as with manufacturer rep firms selling to electronics retailers. Over his career, Imbody has sold product to top firms such as Cannon, Sanyo, Emerson, and Sharp and currently supplies consumer electronics to Target and Best Buy through his own rep firm.

Scott Benson – V. P. Marketing Communications

Mr. Benson is responsible for the Company's marketing communications. In this capacity, Benson will handle corporate marketing, product marketing, and marketing programs. He is also responsible for the development of the Trick internet commerce web site. Benson has founded two marketing communications firms during his career and has serviced industry leaders such as Target Corporation, 3M, FujiFilm, and Ecolab. Trick Audio is excited to have Benson as part of its management team.

