



NEWS RELEASE

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SRS Labs Showcases Premium Audio, Voice and Surround Sound Solutions for Mobile Media at CTIA Wireless in Las Vegas

- **SRS Labs demonstrates their vast array of innovative audio solutions for mobile devices.**
- **SRS Labs participates in ShowStoppers @ CTIA 2008 press event**

CTIA Wireless 2008– Las Vegas, NV. – March 31, 2008 – SRS Labs, Inc. (NASDAQ: SRS), the industry leader in surround sound, audio and voice technologies, revealed details today about their exhibit at CTIA in Las Vegas this week where they will offer demonstrations of their premium audio and voice solutions for the mobile media market.

With over twenty years of audio innovation and research into the human hearing system, SRS Labs has amassed a vast portfolio of state-of-the-art audio, voice and surround sound technologies. With solutions geared specifically for the mobile market, SRS' patented, resource-efficient technologies enable low-power devices, such as mobile phones and Bluetooth accessories, to deliver a more natural and superior consumer listening experience. Several of these technologies will be available for demonstration during CTIA, including SRS CS Headphone™, SRS WOW HD™ and SRS VIP+.

SRS CS Headphone provides theater-like sound for mobile video. Enabling an accurate 5.1 surround sound experience over headphones, CS Headphone offers carriers and handset makers the ability to unleash latent surround sound from mobile video, providing consumers with a more fulfilling entertainment experience and handset makers and service providers with the ability to offer unique applications and services. For music applications, SRS offers the world's leading audio and bass enhancement technology, WOW HD. Delivering a more natural sound performance from compressed audio such as MP3 files, SRS WOW HD creates a truly expansive 3D sound field with rich-sounding bass. Finally, SRS VIP+, designed for voice applications such as VoIP and baseband speech communication, provides improved near-end vocal clarity in any environment which increases user talk-time and eliminates user frustration caused by not being able to understand what the caller is saying.

“SRS Labs is committed to providing the mobile media market with solutions that are not only impressive in terms of their performance but are also quite resource-efficient and easy to implement,” said Allen Gharapetian, SRS’ VP of Marketing. “We continue to bring our unmatched audio expertise to the industry’s trend-setters and expand our global partnerships.”

SRS Labs is proud to be the mobile industry’s most comprehensive, end-to-end solution provider. The Company works closely with leading handset makers to custom-tune their products, ensuring consumers the best possible audio experience from the device. SRS technologies are available on the largest number of platforms and are fine-tuned to be resource efficient, simplifying the implementation process. SRS Labs’ flexible business model and its industry-leading audio expertise, provide for smooth, highly productive partnerships in the mobile segment, enabling innovations and a greater consumer experience.

To date, SRS audio technologies will have shipped in more than eighteen million phones worldwide from brands names such as NEC, Samsung, Pantech, O2 Asia and others.

SRS Labs will be exhibiting in Booth #4427-QQ located in North Hall at CTIA Wireless 2008 in Las Vegas from April 1- 3. SRS will also participate at Showstoppers @ CTIA, a key press event, on March 31 at the Wynn Hotel. Additionally, SRS CS Headphone and WOW HD demonstrations will be featured in Texas Instruments’ (TI) booth #1048 located in Central Hall 4 during CTIA.

About SRS Labs, Inc.

Founded in 1993, SRS Labs is the industry leader in audio signal processing for consumer electronics. Initially based on audio technologies developed at Hughes Aircraft, SRS Labs now holds over 150 worldwide patents and is recognized by the industry as the foremost authority in research and application of human auditory principals. Through partnerships with leading global CE companies, semiconductor manufacturers and software partners, SRS audio, surround sound and voice processing technologies have been included in over one billion electronic products sold worldwide including HDTVs, mobile phones, portable media devices, PCs and automotive entertainment. In fact, SRS Labs is the de-facto standard of HDTV audio processing with nine of the top ten name brand flat panel TVs featuring SRS technology. 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

Except for historical information contained in this release, statements in this release, including those by Mr. Gharapetian, may constitute forward-looking statements regarding our assumptions, projections, expectations, targets, intentions or beliefs about future events that are based on management's belief, as well as assumptions made by, and information currently available to, management. While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that the Company's goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect the Company's actual results and may cause results to differ materially from those expressed in forward-looking statements made by or on behalf of the Company. Some of these factors include the acceptance of new SRS Labs' products and technologies, the impact of competitive products and pricing, the timely development and release of technologies by the Company, general business and economic conditions, especially in Asia, and other factors detailed in the Company's Form 10-K and other periodic reports filed with the SEC. SRS Labs specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.