



MEDIA RELEASE

SRS LABS AND ASK INDUSTRIES JOIN FORCES TO DELIVER A PREMIUM AUTOMOTIVE SOUND SYSTEM FOR FIAT 500, EUROPE'S 2008 CAR OF THE YEAR

- *ASK Group licenses SRS WOW® solution for their advanced Interscope Sound System*
- *New sound system delivers an immersive, high-quality audio experience for automotive listeners in the immensely popular new Fiat 500*

SANTA ANA, CA, December 4 , 2008 -- SRS Labs (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced today that SRS and ASK Group have partnered to incorporate SRS WOW in the advanced, premium-quality Interscope Sound System, available exclusively in the best-selling Fiat 500 automobile, which was named 2008 European Car of the Year. SRS WOW is a patented, state-of-the-art audio solution that adapts seamlessly to the automotive environment and improves dynamic audio performance, delivering an immersive and superior audio experience to all passengers in the vehicle.

The ASK Group is an Italian designer and manufacturer of high quality automotive audio and antenna systems, including loudspeakers, subwoofer boxes, amplifiers and cables. They are an OEM supplier to the FIAT GROUP, which includes the Alfa Romeo, Lancia, Maserati, Ferrari, and Iveco brands. The Interscope Sound System is an audio upgrade option available to purchasers of the 2008 Fiat 500, an award-winning minicar that has reached near-cult status in Europe as a stylish, trend-setting and green automobile. The premium sound system includes six speakers plus a subwoofer and amplifiers, and was calibrated and optimized exclusively for the unique interior acoustics of the three-door vehicle through a collaborative effort of both ASK and SRS engineers.

In addition to restoring detail and purity to the sound, SRS WOW is used to improve audio performance in three areas. First, in the low frequencies, WOW extends the perceived bass response to well below the frequency limitations of the speaker drivers, to create the sensation of deeper bass. Next, WOW uses a unique patented technology, SRS FOCUS™, to elevate the sound stage up to ear level, which is critical given car speakers are typically located low in car doors. Furthermore, SRS Focus provides better vocal clarity for a natural listening experience.

Finally, WOW provides spatial correction to extend the sound field both horizontally and vertically so that all listeners hear a correct stereophonic effect. The end result is an immersive, panoramic three-dimensional listening experience. Even within the inviting but confined cabin of the Fiat 500, each passenger hears an expansive soundfield that seems much larger than the interior space of the vehicle.

“Our choice to partner with SRS in delivering superior audio performance to automotive products was an easy one,” said Alessandro Budriesi, Business Development – Market Manager Italia for ASK. “SRS engineers proved that they have an in-depth understanding of the challenges facing designers seeking to produce excellent audio in automobiles, and utilized that knowledge to tune and optimize their patented solution specifically for the Interscope system in the Fiat 500’s interior. SRS WOW produced an immediately audible and easily demonstrable improvement to our sound system.”

“Our unique audio solutions compensate for the limitations inherent to automotive sound, including sub-optimal speaker location, and provide an immersive stereo listening experience from any seat in the vehicle” said Allen H. Gharapetian, Vice President of Marketing, SRS Labs. “It’s exciting to team up with a ASK to deliver the superior audio experience of SRS WOW in the trendy, best selling Fiat 500. Although each new vehicle presents a unique design challenge due to its cabin dimensions and speaker locations, our goal is always the same – to deliver high quality audio to every passenger.”

About SRS Labs, Inc.

Founded in 1993, SRS Labs is the industry leader in audio signal processing for consumer electronics. Beginning with the audio technologies originally developed at Hughes Aircraft, SRS Labs 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.

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SRS Labs, Inc. Contact:

Cyndee Pelino, Sr. Marketing Manager
949-442-5518
cyndee@srslabs.com

Press Contact:

Chuck Back, Noyd Communications Inc.
310-614-2358
chuck.back@noydc.com

Investor Relations Contact:

Matt Glover, Liolios Group, Inc.
949-574-3860
info@liolios.com