



MEDIA RELEASE

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SRS iWOW BRINGS AMAZING SOUND TO ENTIRE ITUNES ECOSYSTEM

- *Revolutionary iWOW™ adaptor for iPod® brings the rich, award-winning iWOW audio experience to users on-the-go*
- *Best selling iWOW software available for the first time for PC users*

SANTA ANA, CA, September 18, 2008 -- SRS Labs (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced today the upcoming release of two new products in the popular iWOW family, making SRS' state-of-the-art audio solutions available for the entire iTunes ecosystem – including PC, Mac and iPod® applications. The first product is iWOW™ adaptor for iPod, an accessory that attaches seamlessly to iPods, bringing this latest iWOW solution to these highly popular portable music and video devices. The second is the iWOW software plug-in for Mac and PC, which offers two software applications in one retail package.

SRS iWOW adaptor for iPod is a premium audio adaptor that attaches to the iPod and delivers a thrilling and immersive music and video listening experience. Utilizing patented SRS audio solutions, SRS iWOW for iPod restores the audio cues that are buried in the original source material so music and video files sound the way they were originally meant to be heard on your iPod – with remarkable depth and clarity.

With the simple push of the button, users hear the amazing difference in music, videos and podcasts. The immersive 3D audio, ultra-clear definition, and deep, rich bass, will make users say “WOW!” after just one listen.

SRS iWOW for iPod will work with all iPods featuring a 30 pin connector, starting with the iPod classic, iPod nano 3G, and more.

The new version of iWOW software plug-in is built upon the extraordinarily successful iWOW for Mac, which was a top iTunes 3rd party software download during 2007, according to Apple.com, and winner of a MacLife Editor's Choice award in 2007. Now available also for PC, iWOW for Mac and PC delivers its immersive and rich audio experience by using patented SRS technologies that restore sonic fidelity to audio files, resulting in music and videos that sound much more natural and detailed.

SRS iWOW plug-in provides full, 3D audio over any headphones, desktop, laptop or monitor speakers, delivering immersive surround sound. As a complete new retail boxed product, iWOW for Mac and PC not only offers the flexibility of two software applications in one package, but it also provides an all new, aesthetically attractive user interface. The intuitive, high-end user interface provides the ability to personalize acoustic preferences with an array of music and video presets, like rock, classical, jazz, blues, country and more! Users can now truly experience music, videos and podcasts in iTunes the way the artists and directors intended them to sound with SRS iWOW!

“The iWOW suite of products is yet another example of how SRS Labs is continually seeking to develop new ways for consumers to enjoy improved audio quality from their digitally compressed music and video files,” said Craig Marking, Director of Product Marketing for SRS Labs. “As the number of listening options continues to grow, our research and product development is aimed at helping listeners experience an immersive, natural sound – without adding anything artificial – so consumers hear audio files the way they were meant to hear it.”

The SRS iWOW family of products delivers an audio presentation that is superior to stereo or conventional surround sound on the iPod or computer. What's more, installation and activation of both the software and hardware products is completely effortless. Once installed on the computer or connected to the iPod, SRS iWOW works seamlessly with plug-and-play functionality, allowing users to experience great sound without making any adjustments to the iTunes system.

SRS iWOW software package for Mac and PC will be available in October, while the iWOW adaptor for iPod will be available in November. The suggested retail prices are \$79.95 and \$99.95 respectively.

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. Marking, 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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