



MEDIA RELEASE

SRS LABS iWOW ADAPTOR FOR IPOD WINS THE PRESTIGIOUS CES INNOVATIONS 2009 DESIGN AND ENGINEERING AWARD

- *Revolutionary iWOW adaptor for iPod brings the popular, award-winning iWOW audio experience to users on-the-go*

SANTA ANA, CA, November 18, 2008 -- SRS Labs (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced today that the iWOW Adaptor for iPod has been selected as a CES Innovations 2009 Design and Engineering Award honoree in the Portable Multimedia Accessories product category. The prestigious CES Innovations consumer technology awards program, which began in 1989, recognizes achievements in engineering and product design, and is sponsored by the Consumer Electronics Association (CEA).

SRS iWOW Adaptor for iPod is an audio management peripheral that connects seamlessly to the iPod and delivers a thrilling and immersive music and video experience over earbuds and headphones. Utilizing state-of-the-art, patented SRS audio technologies, SRS iWOW for iPod restores the audio cues that are buried in the original source material so music and videos sound remarkably more natural, with renewed depth and clarity – the way they were meant to be heard.

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

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

”We are honored that the Consumer Electronics Association has selected SRS Labs for one of the industry’s highest accolades,” said Allen H. Gharapetian, SRS vice president of marketing. “We are extremely proud of our innovative iWOW family of products and particularly our new iWOW Adaptor for iPod and it is gratifying that the leading consumer electronics organization recognizes how well we have achieved our design goals.” Gharapetian continued, “Our ongoing research and product development efforts are aimed at providing the most compelling audio

experience possible, regardless of the source or playback environment. SRS audio innovations provide listeners with an immersive, natural sound – allowing them to hear their digitally compressed music and video files the way the producers and artists originally intended for them to be heard.”

Products entered in this prominent program are judged by a preeminent panel of independent industrial designers, engineers and members of the trade press. Awards are given to honor outstanding design and engineering in each year’s cutting edge consumer electronics products. Innovations entries are judged on a product’s engineering qualities, its intended function and user value, aesthetic and design qualities, and its unique and novel features.

The SRS iWOW Adaptor for iPod will be showcased, along with the other honorees, in a special display at the Sands Expo and Convention Center/The Venetian, in Booth 72062, as well as in the Grand Lobby of the Las Vegas Convention Center, during the International CES Show, January 8 through 11, 2009.

SRS iWOW Adaptor for iPod will be available in December 2008 directly from SRS and through select retailers with a suggested retail price of \$99.99.

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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