



MEDIA RELEASE

NEW SRS iWOW™ ADAPTOR FOR IPOD® AND iWOW FOR iTUNES SOFTWARE NOW SHIPPING

- *SRS iWOW products bring amazing sound to the 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, December 10, 2008 -- SRS Labs (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced today that the much anticipated iWOW™ Adaptor for iPod® and iWOW Premium Software for iTunes on Mac and PC are now shipping. The availability of these products makes SRS' state-of-the-art audio solutions available for the entire iTunes ecosystem – including PC, Mac and iPod applications.

SRS iWOW Adaptor for iPod is a premium audio management device that connects seamlessly to the iPod, offering consumers 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, videos and podcasts 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 and demonstrable difference in the quality of their audio content. The immersive 3D audio, ultra-clear high frequency definition and deep, rich bass breathe new life into any content played over the iPod.

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

Built upon the extraordinary success of iWOW for Mac, the new SRS iWOW Premium software plug-in for iTunes is a single boxed solution for both Mac and PC. SRS iWOW Premium utilizes

patented SRS technology solutions to deliver an immersive and rich audio experience with restored sonic fidelity to audio files directly within the iTunes, resulting in music, videos and podcasts that sound much more natural and detailed.

The new iWOW Premium 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! Now, with SRS iWOW, users can truly experience music, videos and podcasts in iTunes the way the artists and directors intended them to sound!

“We are extremely proud of our new iWOW family of products,” said Craig Marking, Director of Product Marketing for SRS Labs. “Our SRS audio solutions introduce listeners to a new level and quality of audio – audio that is truly immersive and natural sounding. Listeners will now hear their digitally compressed music and video files the way the producers and artists originally intended for them to be heard – with rich detail and real depth. We are certain that after just one listen, consumers will be hooked on iWOW!”

The SRS iWOW family of products delivers an audio experience that is superior to stereo or conventional surround sound on the iPod or iTunes. 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, allowing users to experience great sound immediately. In addition, to assure a truly engaging and immersive entertainment experience every time, SRS iWOW Premium works with all output devices from headphones to desktop, laptop or monitor speakers.

SRS iWOW Adaptor for iPod and iWOW Premium are available now at srslabs.com. For a limited time during the holiday season, they are priced at \$79.99 and \$49.99 respectively and a special Holiday Bundle pack is also available for just \$99.99. In addition, SRS is celebrating the launch of the iWOW family by including a \$10 iTunes gift card with the purchase of the iWOW Adaptor, iWOW Premium Box or the iWOW Bundle during the month of December.

To commemorate the launch of our iWOW products, SRS is running a sweepstakes where entrants have a chance to win one of three iPod Classics with the iWOW Adaptor. The sweepstakes runs December 9 - January 5. Visit www.srslabs.com/iwowsweepstakes to enter.

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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