



MEDIA RELEASE

SRS TruVolume™ ADVANCED VOLUME CONTROL SOLUTION DEBUTS IN VIZIO XVT HDTV AND VIZIO HD SOUND BAR

- *TruVolume™ provides a natural listening experience by eliminating annoying volume fluctuations in television, music, and other audio sources*

SANTA ANA, CA, December 18, 2008 -- SRS Labs (NASDAQ:SRSL), the industry leader in surround sound, audio, and voice technologies, announced today that SRS TruVolume™ is integrated into VIZIO's new high-end 55" XVT HDTV and their new HD Sound Bar with Wireless Subwoofer. SRS TruVolume is an advanced, intelligent volume control solution that delivers a remarkable TV viewing experience by eliminating irritating fluctuations in volume all too common in today's television broadcasts.

The number one complaint of viewers with their television experience is the fluctuation of volume level heard when switching from channel to channel and when programming goes into or out of commercials. An astounding 93% of consumers identify this problem as annoying*.

To solve the problem, SRS invented TruVolume. Unlike competitive automatic gain control solutions, SRS TruVolume's innovative new approach of measuring, analyzing and controlling volume levels utilizes principles determined by SRS' extensive study of psychoacoustics – the science of how humans perceive and process sound. SRS TruVolume uses 20 frequency bands that closely model the human hearing mechanism, monitoring and adjusting the audio signal level continuously, resulting in a consistent volume, regardless of fluctuations in the audio source. Users need only to set the volume to their preferred level once, and then sit back and enjoy watching television or listening to music without worrying about sudden or frequent changes in volume level or having to reach for the remote control to adjust volume.

"I believe all of our TVs should have SRS TruVolume going forward," said VIZIO's Vice President and Co-Founder, Ken Lowe. "Properly calibrated and intelligently managed audio volume are what consumers expect when they watch TV. SRS TruVolume is a natural. It allows our customers to benefit from the very latest technology, not only enjoying an immersive sound with remarkable clarity, but also the freedom from having to reach for the remote control every

time the volume level jumps up or down – simply set it and forget it.” Lowe continued, “The SRS engineering team used its outstanding depth of audio knowledge to custom-tune the system, ensuring that our customers will enjoy the highest quality sound experience, be it for television, DVDs, games or music.”

While abrupt changes in volume are frequently identified as a problem when watching television, other listening environments are also prone to this problem. SRS TruVolume can address this complaint across a wide range of consumer electronics devices, including set-top boxes, AV receivers, PCs, mobile phones, auto sound systems and portable media devices — with users benefiting from a consistent and comfortable listening experience free from dramatic volume fluctuations.

“SRS is excited about working with an innovative, technology-driven partner like VIZIO. We take great pride in the fact that VIZIO recognizes the necessity of our TruVolume solution for optimizing users’ experience and that TruVolume is going to be a critical feature on a broad range of VIZIO products,” said Allen H. Gharapetian, SRS vice president of marketing. “The inclusion of SRS TruVolume in VIZIO’s new 55” XVT HDTV and new HD Sound Bar with Wireless Subwoofer moves VIZIO to the forefront of audio technology, giving VIZIO products great differentiation in the marketplace by solving the number one complaint of television viewers worldwide. We look forward to extending our partnership with VIZIO to include this and other SRS technologies in future products.”

The first VIZIO products to ship with TruVolume are the new VF550XVT1A 55” 120Hz, 1080p LCD HDTV and their new HD Sound Bar with Wireless Subwoofer (model VSB210WS). In addition to TruVolume, the 55” XVT HDTV features SRS TruSurround HD™, a suite of technologies that provides up to 6.1 channels of playback over front facing speaker configurations, optimizes bass performance, increases dialog clarity for greater intelligibility of vocals, and adds definition to high frequencies for greater clarity.

The attractive, piano black VIZIO HD Sound Bar uses four 3” high efficiency mid/bass drivers and two 1” high performance aluminum dome neodymium tweeters. In addition to SRS TruVolume, it also features SRS TruSurround HD™ for immersive surround sound, completing the entertainment experience. The included wireless subwoofer is outfitted with a long throw 6.5" woofer augmented by SRS TruSurround HD’s notable ability to deliver deep, rich bass. The Auto Sync function ensures the subwoofer connects wirelessly to the Sound Bar for convenient plug and play operation. Only a single cable is required to connect the Sound Bar to any flat panel TV.

The VIZIO 55" XVT LCD HDTV and the HD Sound Bar with Wireless SubWoofers (model VSB210WS) will be available January 2009 at an MSRP of \$1,999.99 and \$349.99 respectively.

About VIZIO

VIZIO, Inc. "Where Vision Meets Value," headquartered in Irvine, California, is America's HDTV Company. In 2007, VIZIO skyrocketed to the top by becoming the #1 selling brand of flat panel HDTVs in North America and became the first American brand in over a decade to lead major categories in U.S. TV sales. VIZIO is committed to bringing feature-rich flat panel televisions to market at a value through practical innovation. VIZIO offers a broad range of award winning Plasma and LCD HDTVs including the new XVT series. VIZIO's products are found at Costco Wholesale, Sam's Club, Sears, Walmart, Target, BJ's Wholesale, and other retailers nationwide along with authorized online partners. VIZIO has won numerous awards including a #1 ranking in the Inc. 500 for Top Companies in Computers and Electronics, Good Housekeeping's Best Big-Screens, CNET's Top 10 Holiday Gifts, PC World's Best Buy among others. For more information, please call 888-VIZIOCE or visit on the web at www.VIZIO.com.

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.

* SRS independent survey results, n=732

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