

PARASOUND

For immediate release:

Parasound Names Larry Bennett as VP Sales & Marketing

SAN FRANCISCO (February 15, 2023) – Parasound's new owner, David Sheriff, has selected an audio industry veteran, Larry Bennett, for the vital position of Vice President of Sales and Marketing. This announcement marks the first step in an ambitious post-pandemic agenda to revitalize the 42-year-old high-end audio company. These efforts will target its traditional customer base of audiophile enthusiasts as well as the growing market for the custom installation of premium integrated systems.

"Larry will be a great addition to the Parasound team," said Sheriff. "His career spans every corner of both the high-end audio and custom integration businesses. We will focus heavily on our traditional audiophile community with new products, plus some strategic additions to our legendary product design and engineering team. We will expand



our custom installation market with added emphasis on rugged, high-value, high-fidelity products for distributed audio and reference grade home cinema."

Bennett earned his retail stripes at HiFi Corner in Nashville, where he sold high fidelity and professional audio systems to customers who included some of the legends of the country music industry. This opened doors to many years of both in-house and independent sales management with brands such as Studer, Klipsch, Lexicon, and Parasound. In the early 2000s he helped to launch Control4, a pioneer in home automation and integrated entertainment systems.

Bennett adds, "I look forward to working with David, the Parasound team, and our sales representatives. My clear goal is not only to advance the success of our traditional audiophile dealer network, but to also gain further inroads into the vast custom integration marketplace. I'm confident that Parasound's collective efforts will exceed the expectations of our entire customer base.

Bennett will be responsible for Parasound's U.S. and International sales and marketing. He expects to "live on the road."

Parasound was founded in 1981 by Richard Schram, who sold the company to David Sherriff in December 2022. Parasound remains a privately-owned U.S. company that specializes in providing affordable audio components to the critical listener. The company's ever-improving line of products has garnered a reputation for performance, value, and reliability. The highest quality standards are assured by Parasound's close relationships with their Taiwan manufacturers that date back to 1982.

For more information, visit www.parasound.com

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