



5601 Metro Drive
Baltimore, MD 21215
☎ 410.358.3600
📠 410.764.5266
www.polkaudio.com

Media Contact: Adam Sohmer
Sohmer Associates, LLC
347-497-4965
adam@sohmerassoc.com

**CES 2013 South Hall 1 Booth #21130/
Venetian Hotel Suite #30-111**

For Immediate Release

From Baltimore With Love: Polk Audio's "Listen Up Tour 2013" To Take Center Stage at CES

*-- Listen Up Tour 2013 Features Eclectic Array of Musicians Performing Live For Attendees
Through Polk's Superior Sounding UltraFocus™ Headphones --*

BALTIMORE, MD, December 27, 2012 – [Polk®](#), the Baltimore born and bred audio company, is bringing its love of music to CES 2013 with an exhibit that not only showcases its products, but also features live musical performances. CES will be the first stop for the company's Listen Up Tour 2013, featuring five independent acts performing in Polk's South Hall 1 booth #21130.

The artists, who will perform during show hours January 8 – 10, will be housed in a soundproof booth, so they won't have to compete with the noise on the floor. Visitors to Polk's booth will enjoy the music in a specially designed seating area through Polk UltraFocus ANC (Active Noise Cancelling) on-ear and in-ear headphones. Polk Audio's ANC headphones garner consistently high marks in reviews and are cited as being among the most sonically satisfying and well-built high performance models available today, providing listeners with focused details and full-range fidelity.

"We're a homegrown Baltimore-based audio company, and even though we sell worldwide, we haven't lost our independent roots," commented Ben Newhall, Polk Audio's Senior Vice President of Sales. "As we celebrate over 40 years of audio innovation, we want to pay tribute to the independent spirit and love of music that continue to define every product we make.

“Besides,” added Mr. Newhall, “Baltimore is a hot bed of creativity, and it’s famous as a breeding ground for many well-known independent artists, from John Waters to Frank Zappa. We’re proud of our roots, and that’s why we’re bringing some of our city’s best musicians to a national forum, from Baltimore with love.”

From Baltimore with Love, and for the Love of Music

The Listen Up Tour 2013 lineup includes musicians and songwriters who embody the independent spirit of Polk’s hometown. Four of the five acts hail from the city itself -- American music makers [June Star](#), "honey-voiced songstress" [ellen cherry](#), “cosmic soul cowboy” [Bosley Brown](#), and the straight ahead rock and roll of [Mike Ruocco](#). Rounding out the lineup are [The Incurables](#), a St. Louis band that, according to that city’s [Riverfront Times](#), straddles the line, “... between the classicist pop of Wings and the low-slung story songs of the Wallflowers.” [Photos of the artists are included below.]

While the bands are entertaining the crowds at the South Hall, Polk Audio’s suite # 30-111 in the Venetian Hotel will feature demonstrations of a new, superior sounding audio system, the name and specifics of which are embargoed until the show. (Product details will be made available on January 7.)

It’s All Part of a Bigger Plan

Polk’s Listen Up Tour 2013 stems from the company’s recent move to reinvigorate its brand during Polk’s 40th anniversary year. The distinctive brand and positioning, which includes a new logo and website, was just the beginning of a plan designed to engage music-lovers of every stripe -- from hardcore audiophiles who continue to enjoy their vinyl collection to those who have fully embraced the digital revolution.

Polk worked with San Francisco-based Frog Design on the newest evolution of the company’s logo and branding. The immediate goal is to present its current offerings to an increasingly diverse audience, while a larger goal includes creating new products that will make the legendary Polk sound accessible to an even larger audience.



[Pictured top row, left to right: Bosley Brown, ellen cherry; bottom row, left to right: June Star and Mike Ruocco, all of whom will appear along with The Incurables as part of the Listen Up Tour 2013 at Polk Audio's CES Booth #21130 in the Las Vegas Convention Center's South Hall-1, January 8 – 10.]

###

About Polk Audio

Polk Audio (www.polkaudio.com) is an award-winning designer and manufacturer of high performance audio products and the largest audio brand of DEI Holdings, Inc. Founded in 1972, Polk is the market share leader in premium Home Theater speakers and sound bars in North America, and is a leading manufacturer of headphones, mobile and marine speakers and amplifiers, and other high performance audio products.

For more information, high-resolution images, executive interviews, and the location of a Polk distributor in your area, contact Adam Sohmer; Sohmer Associates, LLC (PR representative for Polk Audio); 347-497-4965; adam@sohmerassoc.com. For more information on DEI Holdings, visit www.deiholdings.com.