NEWS RELEASE

Digital Signage Expo

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PARAMETRIC SOUND TO DEMONSTRATE HSS-III AT DIGITAL SIGNAGE EXPO IN LAS VEGAS

HENDERSON, NEVADA, February 9, 2011 – Parametric Sound Corporation (OTCBB: PAMT) announced that it has registered to exhibit its HSS-III line of directed audio products at Digital Signage Expo 2011, the world's largest international trade show and conference dedicated to digital signage, interactive technology, and Out-of-Home networks. Customers can visit booth number 1743, where the Company will demonstrate its exciting new directed audio technology.

Digital Signage Expo (DSE), held February 23-24, 2011 at the Las Vegas Convention Center, Las Vegas, Nevada, is the world's largest and longest running conference and trade show exclusively dedicated to the digital signage, interactive technology and digital-out-of-home (DOOH) industries. More than 170 exhibitors will feature technology and services including hardware, software, network, delivery and content from around the globe. DSE annually features dozens of new and innovative products that attendees have the opportunity to see first-hand for the first time.

"The timing of this show targeting a key customer base is ideal to premier our HSS-III products," said Elwood G. Norris, CEO and inventor of the Company's technology. "HSS-III technology features dramatically improved sound quality at much greater volume than prior product models and our extended frequency response enables seamless interface with an optional subwoofer providing a rich audio solution without loss of directionality. We are thrilled by the response so far and this forum will allow thousands the opportunity to experience our 'must hear it to appreciate it' technology."

In addition to meeting existing and prospective HSS distributors and customers at DSE, the Company expects to confirm HSS-III product pricing and planned delivery dates.

Cautionary note on forward-looking statements

This press release includes forward-looking information and statements. Except for historical information contained in this release, statements in this release, including those by Mr. Pratt, 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 products, the impact of competitive products and pricing, the timely development and release of products by the Company, general business and economic conditions, and other factors detailed in the Company's Annual Report on Form 10-K and other periodic reports filed with the SEC. Parametric Sound Corporation specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.