NEWS RELEASE

HSS-III Earns Best DS Sound Product

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HSS-III Systems Being Readied for Customer Evaluation
HENDERSON, NEVADA, March 29, 2011 – Parametric Sound Corporation (OTCBB: PAMT), a leading innovator of directed audio products and solutions, is pleased to announce that it has been honored with a Best New DS Technology award as the Best DS Sound Product from rAVe [Publications].

Every year, after Digital Signage Expo (DSE), rAVe [Publications] presents its annual Digital Signage CHAMPS awards to the products and solutions selected as the best. rAVe [Publications] is a news organization that provides coverage of the commercial (ProAV) and residential (HomeAV) audiovisual trade industries via e-newsletters, blogs, video, social media, and a variety of other mediums. The target audiences for rAVe's publications are "AV Insiders" – AV dealers, integrators, consultants, designers, etc. that deal in the sale, specification, design and installation of audiovisual products. For the rAVe DSE video interview with Parametric Sound click here and for the list of 2011 CHAMPS award winners click here.

"We are excited about the momentum generated from DSE 2011, and the publicity associated with this award helps position our solution with important commercial (ProAV) dealers and integrators," said Elwood G. Norris, President and CEO. "As a result of the strong response we are accelerating our timetable to deliver evaluation units to key representatives, integrators, OEMs and end-users starting in mid April."

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.