NEWS RELEASE

HyperSound Virtual Reality Audio for Retail to be Showcased at Shopper Marketing Expo 2014

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SAN DIEGO, CALIFORNIA, October 21, 2014 — Turtle Beach Corporation (NASDAQ: HEAR), a leading audio technology innovator, today announced that HyperSound®, its proprietary directional audio product, will be demonstrated for consumer brands and retailers at Shopper Marketing Expo, October 22-23, 2014, in Minneapolis.

During the show, HyperSound will highlight its innovative and highly-effective solution for creating sound zones surrounding displays and kiosks, without sound bleeding into neighboring applications. This is made possible by HyperSound's breakthrough approach to sound delivery, which uses thin panels to generate an extremely focused audio beam. Retailers will have the opportunity to experience this technology first-hand in two unique product installations at the HyperSound booth (#439).

In addition to its directionality, HyperSound also enhances customer experience by delivering an immersive 3D effect, similar to wearing headphones. This is because, unlike traditional loudspeakers, HyperSound produces sound along a very narrow column in the air itself and can travel longer distances without losing intelligibility, resulting in a virtual reality audio zone.

"HyperSound solves the sound bleed problem surrounding video displays and helps retailers attract new customers, improve in-store experiences, and drive sales," said Todd Savitt, vice president of HyperSound sales and marketing at Turtle Beach Corporation. "We are excited to demonstrate how our technology can augment auditory reality for customers and revolutionize the in-store listening experience."