NEWS RELEASE

Parametric Announces Next Generation Technology

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Dramatic Improvement in Performance Opens New Markets

HENDERSON, NEVADA, January 12, 2012 – Parametric Sound Corporation (OTCBB: PAMT), a leading innovator of audio products and solutions, announced today an important upgrade to its HSS-3000 product line. With a combination of a new DSP and important software enhancements (Version 2), HyperSonic Sound (HSS) now produces a crisp, clean and unique sound image compared to traditional audio systems.

“Since releasing Version 1 of HSS-3000 in July of last year, our technical team has continued to make innovations while expanding our IP portfolio,” said Elwood G. Norris, President and CEO of Parametric Sound. “We have achieved the ability to enhance any stereo output to produce a robust 3D sound image from just two ultra-thin speakers for a variety of consumer markets including computers, gaming, TVs and home audio. Our new director and strategic consultant, Ken Potashner, is helping us execute strategies targeting a broad range of markets now possible with our latest HSS audio innovations.”

In connection with CES 2012, the Company is selectively showcasing its latest upgrade. Version 2 of HSS-3000 products are shipping this quarter.

About Parametric Sound Corporation

Parametric Sound Corporation’s pioneering HyperSonic Sound technology employs a tightly focused beam of sound to target specific audiences without the ambient noise of traditional speakers. The Company owns a substantial body of intellectual property. Recent innovations enhance stereo output to produce a robust 3D audio image from just two ultra-thin speakers opening opportunities for consumer markets. For more information about the Company and its products, please visit: www.parametricsound.com.

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 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 we believe that our expectations are based upon reasonable assumptions, there can be no assurances that our goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect our actual results and may cause results to differ materially from those expressed in forward-looking statements made by us or on our behalf. Some of these factors include the acceptance of existing and future products, the impact of competitive products and pricing, general business and economic conditions, and other factors detailed in our Annual Report on Form 10-K and other periodic reports filed with the SEC. We specifically disclaim any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.