NEWS RELEASE

Parametric Files US Patent Application for Emitter Innovation

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Expected to Broaden Range of Applications for HyperSound™ Technology

SAN DIEGO, California, February 21, 2013 – Parametric Sound Corporation (NASDAQ: PAMT), a leading innovator of audio technology and solutions, announced today that it has filed for patent protection on novel new emitter technology that it believes will significantly expand the applications for its directional 3D audio systems.

The Company's audio systems reproduce standard audio content through patented and patent-pending processing and control electronics that reproduce audio in the air along an ultrasonic beam. The beam is generated by custom emitters, similar to speakers in conventional audio systems. The latest innovation offers higher fidelity performance in a much wider range of form factors.

"While it is not our normal practice to announce patent filings, we believe this particular filing is especially important to our patent portfolio and will expand the market opportunities for commercialization of HyperSound technology," said Ken Potashner, executive chairman. "In addition to performance enhancements and cost savings our new emitter technology allows easy and rapid deployment by prospective licensees in diverse consumer and health applications where directed audio and 3D sound are highly relevant. We are very excited to demonstrate our latest innovations to potential customers and licensees."

"We are demonstrating emitters as thin as a credit card that can be sized, shaped and molded to reproduce directional and 3D audio and we can easily and economically control the width of the beam," said inventor and chief scientist Elwood Norris. "The frequency response is impressive and the design flexibility of new form factors offers the promise of new applications for directed audio."

Cautionary note on forward-looking statements

This press release includes forward-looking information and statements. These statements relate to future events or future financial performance and are subject to risks and uncertainties. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “expect,” “plan,” “anticipate,” “believe,” “feel,” “estimate,” “predict,” “hope,” the negative of such terms, expressions of optimism or other comparable terminology. These statements are only predictions. Actual events or results may differ materially. While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that its goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. Some of these factors include the ability to finalize agreements with major OEMs in its target markets, acceptance of existing and future products, the impact of competitive products and pricing, 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. Except as required by law, the Company specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.