NEWS RELEASE

Parametric Posts Product Update

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HSS®-III Directed Audio Product Demonstrated During CES in Las Vegas
HENDERSON, NEVADA, January 13, 2011 – Parametric Sound Corporation (OTCBB: PAMT) announced that it has achieved important product milestones and as a result has ordered tooling in preparation for delivery of its S-2150 and M-1150 directed audio product models.

Recent progress includes:

- Successful testing of cosmetically correct pre-production prototypes validating improved sound clarity and higher volume output.
- Product costing analysis confirming that the Company's two emitter S-2150 can be offered at a price less than earlier generations of single emitter HSS audio systems.
- Demonstration that HSS-III's improved frequency response enables seamless interface with a subwoofer to provide a rich audio solution without loss of directionality.

"The option of adding bass to directional audio offers our customers an additional and unique option to meet their sound requirements," commented Elwood G. Norris, CEO and inventor of the Company's technology. "The effect on listeners must be experienced to be appreciated, the resulting 3D spatial imagery is dramatic, adding a whole new dimension to traditional audio content."

The Company privately demonstrated a pre-production version of its HSS-III model S-2150 directed audio system to selected buyers, users and potential licensees during the Consumer Electronics Show (CES) last week in Las Vegas. Mr. Norris added, "Each listener quickly recognized and acknowledged the impressive gains in performance over earlier HSS generations. We also obtained confirmation that current audio achievements are sufficient to allow us to expand beyond digital signage into targeted 3D sound applications for computers, gaming and the home. The 2011 International CES was all about 3D stereoscopic video and we believe we can furnish a distinctive version of

3D sound without headphones or complex and expensive 5.1 or 7.1 systems."

While tooling is being produced, the Company is reviewing product pricing with prior and new HSS customers, finalizing its generation III product rollout plan tentatively scheduled for early Spring, selecting suppliers and continuing product testing.

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.