NEWS RELEASE

Parametric Sound to Provide Directed Audio Solutions

2013-09-09

Pilot Installations Demonstrate that HyperSound™ Enhances Customer Engagement

SAN DIEGO, California, September 10, 2013 – Parametric Sound Corporation (Nasdaq: PAMT), a leading innovator of audio products and solutions, today announced that its proprietary audio technology is being marketed to and evaluated by banks and hardware providers and consultants within the retail banking sector.

HyperSound allows banks to transform their branches by enhancing their digital place-based media with customized audio, and supports their efforts to strengthen brand loyalty and cross-sell product offerings. HyperSound-enabled digital signage can be placed in many areas within and around the bank to engage banking customers. Potential locations currently being evaluated by the sector include the entry, foyer, teller and private client areas, drive-throughs, and ATM locations. The Company believes ongoing banking pilot installations demonstrate the ability to enhance customer engagement at these types of locations. HyperSound allows a banking institution to deliver audio to specific, targeted areas without creating sound bleed into adjacent zones.

“Enhancing digital signage with directional audio offers a compelling product bundle,” said Todd Savitt Vice President, Sales and Marketing, Parametric Sound. “We are aggressively pursuing opportunities that enable banks to engage with customers quickly and with more effective and diverse messages. Our focus on the banking sector follows positive reception we have received in retail and restaurant sectors of the large and rapidly growing digital signage market.”

HyperSound delivers high fidelity audio in a directional beam using thin sound emitters — a radical innovation in speaker technology. Currently used in commercial applications including retail digital signage, the innovative technology is expected to have transformative applications in video game audio, personal computers, mobile

devices, televisions and home theater. The Company's patented and patent-pending technology continues to demonstrate positive results for those with hearing deficiencies and shows strong potential for future health care applications.

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 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 expectations are based upon reasonable assumptions, there can be no assurances that 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 uncertainties regarding the ability to obtain and retain customers in target sectors in a timely manner, the acceptance of existing and future products, the impact of competitive products and pricing, unanticipated delays in manufacturing and shipping products to customers, the timing and scheduling of customers' rollout plans, 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. 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.