NEWS RELEASE

Parametric Teams with Ingram Micro to Expand Distribution of HyperSound™ Technology in U.S.

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New Agreement Accelerates Presence in Digital Signage Market

SAN DIEGO, California, November 28, 2012 – Parametric Sound Corporation (Nasdaq: PAMT), a leading innovator of audio products and solutions, today announced that it has entered into a strategic distribution agreement with Ingram Micro, Inc., the world's largest technology distributor. Under the terms of the agreement, Ingram Micro will distribute Parametric's HyperSound audio products in the U.S. The relationship will be managed by Ingram Micro's ProAV / Digital Signage Business Unit, offering the company specialized partner support and business enablement resources, as well as access to a dedicated team of seasoned marketing, sales, business development and technology professionals.

"This agreement strengthens our sales and distribution infrastructure and we expect it to increase the pace of our expansion into the digital signage market," said Ken Potashner, executive chairman of Parametric Sound. "We look forward to leveraging Ingram Micro's broad range of sales resources and market expertise."

"The demand for directed audio solutions within the digital signage market is significant," said Kevin Prewett, senior director of Ingram Micro's ProAV / Digital Signage Business Unit in the U.S. "The addition of HyperSound audio products extends our ProAV and digital signage solutions portfolio and brings forward another solution targeted for select vertical markets where technology is being used to deliver a better experience to the consumer."

About Ingram Micro

Ingram Micro is the world's largest wholesale technology distributor and a global leader in IT supply-chain, mobile device lifecycle services and logistics solutions. As a vital link in the technology value chain, Ingram Micro creates

sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics and mobile solutions, technical support, financial services and product aggregation and distribution. The company is the only global broad-based IT distributor, serving 145 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

Trademark Information: HSS® is registered trademark of, and HyperSound is a tradename of, Parametric Sound Corporation (PAMT).

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 the 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. 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.