NEWS RELEASE

Parametric and Four Winds Interactive Announce Strategic Partnership

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Several Markets for HyperSound™ Audio Solutions Identified

SAN DIEGO, California, October 22, 2012 – Parametric Sound Corporation (Nasdaq: PAMT), a leading innovator of audio products and solutions, today announced that it has entered into a strategic relationship with Four Winds Interactive (FWi) for distribution of its HyperSound directed audio products. FWi, a leading provider of digital communications software, will now offer Parametric's audio products as a complement to their existing solutions. FWi will provide a seamless transition from sales to post-sales support for their clients and prospects that are interested in Parametric's audio products.

"Parametric Sound's patented audio solutions are well-suited to companies looking for an upgrade from digital signs that contain video-only to installations that combine signage with superior audio capabilities," said Dan Verbsky, Director of Field Services, Four Winds Interactive. "This arrangement will augment and complement our product portfolio and we look forward to working with Parametric."

"We expect this partnership with an industry leader like FWi to help accelerate the adoption of our HyperSound technology in the digital signage sector," said Kenneth F. Potashner, executive chairman of Parametric Sound. "We have demonstrated forward momentum on our distribution and sales strategy and continue to see progress on our licensing discussions currently underway."

Recognized as #16 on the Forbes 2011 list of America's Most Promising Companies, FWi provides a software platform for developing, deploying and managing digital communications networks on digital signs, interactive kiosks, web and mobile devices. The FWi solution makes it possible to quickly and easily create dynamic messages to inform, educate and motivate audiences through a single solution that supports a wide variety of digital

communications applications. Digital signage markets serviced by FWi include casinos, hotels, convention centers, restaurants, hospitals, stadiums and public spaces, educational institutions, and many more. .

About Four Winds Interactive

The Four Winds Interactive digital communications solution is the ideal solution for any organization's visual communication needs. Digital signage communicates with your audience through applications like wayfinding, event details, employee communications, metrics reporting, building directories, menu boards, emergency messaging, travel information and advertising. For more information, visit www.fourwindsinteractive.com.

Trademark Information: HSS® is registered trademark of, and HyperSound is a tradename of, Parametric Sound. All other trade names used herein are either trademarks or registered trademarks of the respective holders.

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.