NEWS RELEASE

Parametric and Fujitsu Announce Strategic Relationship

2012-09-09

Team to Deliver Innovative HyperSound™ Technology to Digital Media OEMs

SAN DIEGO, California, September 10, 2012 – Parametric Sound Corporation (Nasdaq: PAMT), a leading innovator of audio products and solutions, today announced that it has appointed Fujitsu Frontech North America Inc., a leader in innovative technology and front-end solutions, to act as a non-exclusive, authorized reseller for the Company's HyperSound products. The appointment allows Fujitsu to offer a broad range of sales and marketing services, and pre- and post-sale technical assistance, to its established customer base, with target clients in the telecommunications, financial and retail markets.

"Integrating HyperSound with our digital media solutions underscores our commitment to offering ground-breaking technology to our customers," said Vic Herring, vice president of sales, Cloud Infrastructure Solutions at Fujitsu Frontech North America. "We look forward to working with Parametric to deploy their products and solutions."

"This agreement enables us to strategically focus our sales and marketing efforts in a space where Fujitsu has strong client relations," said Kenneth F. Potashner, executive chairman of Parametric Sound. "We believe it will further heighten the value and increase the adoption of HyperSound as the standard for audio solutions within this market segment."

About Fujitsu Frontech North America, Inc.

Fujitsu Frontech North America Inc. brings innovative technology from Japan and, with its partners, develops

powerful front-end solutions that shape how society interacts with big data. Fujitsu Frontech North America Inc. is headquartered with operations and solution development at 27121 Towne Centre Drive #100, Foothill Ranch, CA 92610, USA. For more information about Fujitsu products and services, call us at 800-626-4686 or visit us at: **www.fujitsufrontechna.com**

Trademark Information: HSS® is registered trademark of, and HyperSound is a tradename of, Parametric Sound. Fujitsu and the Fujitsu logo are registered trademarks. 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.