NEWS RELEASE

Technology Being Showcased at CES 2012

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HENDERSON, NEVADA, January 11, 2012 Parametric Sound Corporation (OTCBB: PAMT), a leading innovator of audio products and solutions, announced today that Concept 101, an AT&T Authorized Licensee, is showcasing Parametric Sound's latest HyperSonic Sound technology in CES's Central Hall C206, January 10th through 13th, 2012.

To schedule an appointment to see Concept 101's new AT&T product line and a demonstration of HyperSonic Sound please email paul@nyconcept.com or call 917-400-4810.

CES is sponsored by the Consumer Electronics Association (CEA) and draws global attention each year for new commercial products and prototypes that are introduced by companies spanning every business field, including network devices, consumer electronics and digital products.

About Concept 101
Concept 101 is an innovative consumer electronics company with the objective of introducing cutting edge technologies in markets across a range of personal, portable and home electronics and accessories. Steered by a leadership of committed industry veterans the company is manufacturing and marketing under the powerful AT&T brand.