

October 31, 2005

To Our Distinguished Mobile Disc Jockey Community Member,

You are personally invited to a very special and exclusive demonstration of the critically-acclaimed BOSE Personalized Amplification System™ family of products, which DJ owners around the world say is turning traditional thinking of music and vocal reproduction quality and projection on its head.

Kenneth Jacob, Chief Engineer of the Bose Music Technology Group, will host the evening and Cap Capello, a nationally respected 27-year career veteran of the Mobile Disc Jockey business, will give the actual demonstration.

This event is not a sales event. It is a working demonstration of an actual working Disc Jockey system and it is free.

Only your eyes and ears will see and hear how client complaints on volume, echo, reverberation, and tone are minimized or eliminated with this new professional system. We'll also cover how DJ's are obtaining a market edge and a significant financial return on their capital investment impossible to achieve with other mobile DJ sound systems. If you value sonic performance *and* expect an exceptional return on your equipment investments, we encourage you to attend this special event.

We are accepting the first 100 RSVPs for this first-of-its-kind event. You must register for this event. No one without a reservation will be admitted.

Each person on the guest list will automatically be entered to win a pair of Quiet Comfort® II noise canceling headphones, whose fidelity and isolation from noise in the environment makes them perfect for Mobile DJ work. (Restrictions apply -- see full official rules at the event.)

**Wednesday, November 30, 7-9 PM. Bose Headquarters, Framingham MA.**

**Call 800-xxx-xxxx and dial extension x61017 to reserve your place and receive detailed directions.**

We look forward to your visit.

Sincerely,

Larry Leavitt  
Customer Focused Development Group  
Bose Corporation

(see reverse side for unedited comments from professional DJ owners)

The following are unedited comments from professional DJ's who own the new Bose system. They and many other comments can be found at: <http://bose.infopop.cc>

*"I just had my first DJ gig with it over the weekend and it was amazing. Compliments came from all directions. I play a combination of Hip Hop, Jazz and Disco, and RnB so the bass is important, and this system delivered. PLUS I didn't have to rent a sound company which would have taken a HUGE CHUNK out of my pay-out. My load in/out was easy, light and fast. This equipment will give any DJ a booking advantage on several levels and situations."*

*Evan, December 08*

*I just finished my second job this weekend with the PAS. I played for a high school, well over 300 kids and the system was incredible. The dance floor was packed all night long without one complaint about the volume or the kick, or anything. The student moderators that were there were very impressed that the kids stayed on the floor all night long.*

*Jerry, Jan. 18*

*I bought my Bose Cyl Rad system as soon as I saw it in Mobile Beast DJ magazine. I ran out to GC. About 2 days later I got a second Sub B1.*

*I love it.*

*Tcat, March 4*

*I'm a DJ and I replaced my speaker system a pair PAS's in early December. Without fail, after I finish my setup, the client or someone in charge will come up to me and say something to the effect of "Are you sure those little speakers can handle this room? I tell them to stand anywhere in the room they like (they typically stand in the back-center of the room) and play "The audience is listening" the THX surround sound sound fx and crank it. Then I watch their eyes pop open wide and their mouth drop.*

*The response is usually, Whoa... yeah, that'll work. Awesome*

*- fob777, May 4 –*

*I've been a DJ since 1990. I have not been as excited about anything in a very long while than when I bought the PAS system. It's a fantastic sound and it's the most portable and unobtrusive system I've ever used in my life.*

*It is a work of sheer art. The complements and looks of amazement over this system was worth every penny. The 180 degree sound dispersal is no joke. It sounds crystal clear in all corners of the room. I had absolutely no one tell me to turn it up or down. That's a first. I'm actually excited to be a DJ again. Thank you so much for such a wonderful product.*

*- Bob Carpenter, June 11*