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ATON™ Names Jim Koenig As National Sales Manager

Veteran Whole Home and Security Pro to Lead National Sales Team

LEXINGTON, KY — ATON™, a premier manufacturer of affordable, high performance speakers and digital distribution systems for whole home systems, announced today that Jim Koenig has been named National Sales Manager. Jim will be charged with developing distribution channels, new partnerships and building dealer relationships for the company's patent-pending portfolio of audio and video routing technologies. Bob Williams, ATON's General Manager, made the announcement.

"ATON was started just over two years ago as an audio and video development company aggressively using emerging technologies for affordable eye-opening media solutions for modern living," said Mr. Williams. "Now that those products are shipping, Jim's responsibility is to expand the distribution chain and the sales support to meet the demand for products both the technical press and early adaptors are starting to recognize. Jim is the man to do that thanks to a heavy grassroots background in both technology and sales that spans over twenty years."

"This is a very exciting time to be in sales and sales development," said Mr. Koenig. ATON has a clear advantage at the most commonly installed levels of whole home entertainment. Their products were developed from the ground up to fill gaps in both the sound and video distribution chain so the entire line looks good on paper and operates even better in real life. The market is there and the interest is there. It is just a matter of opening up the distribution network and educating channel partners about how the ATON solutions work better than everyone else's. Hard work, but very satisfying."

Prior to signing on with ATON, Jim spent two years at ELAN Home Systems as National Distribution Accounts Manager. Work there included building the company's distribution channel and supporting sales goals, as well as dealing with daily operational issues. On the technical sales side, he also helped produce several advanced system platforms for large-scale installations. That contributed to a formal training and certification program for those installations, part of ELAN's overall training efforts. The Consumer Electronics Association has since recognized ELAN with the association's *2007 Mark of Excellence Award for Best Training and Dealer Support Programs*.

David Acton, ATON's Product Marketing Manager and the man behind the company's musician tuned Storm Speaker line says, "Jim is the right person for us at the right time. As the result of our whole home research and development, we have some very attractive, entry to mid-level choices for whole home media support that are so efficient and cost-effective they compare well with even high end products. Over two dozen of those products are now shipping with several additional key products going into production for summer shipping dates. We have the products, we have growing demand, so we are excited that Jim has joined the team to open distribution to accommodate our products and quickly meet the needs of our dealers and installers."

About ATON:

ATON products are designed using multiple control and distribution technologies to provide easy-to-install systems that route, control and deliver audio and video content throughout the home. The company's core technologies include Dynamic Level Adjustment (DLA), Radio Frequency (RF), Infrared (IR), and Category 5 (Cat5) digital distribution of audio and video. Organized in late 2005 as a development group, the company has been working on key products aimed at providing innovative, affordable systems for consumers. ATON, a Division of ELAN Home Systems, LLC, is based in Lexington, Kentucky, and sells through a distribution network to custom installers. To learn more, visit <http://www.atonhome.com>

ATON is a trademark of ELAN Home Systems, LLC, Lexington, Kentucky.

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