

FOR IMMEDIATE RELEASE:
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ATON™ INC. Names Steven Style Group As Marketing Communications Agency Of Record

*Premier Provider of Home Audio and Video Signal Routing and Distribution Taps
New York City Agency to Build Brand Awareness among Installers and Consumers*

LEXINGTON, KY - The Steven Style Group announced today that it has been named the exclusive marketing communications agency for ATON Inc., a premier provider of home audio and video signal routing and distribution products for the custom installer market.

ATON's system technologies are built on years of expertise in Audio and Video Routing, Control Systems and Loudspeaker Design. This combined knowledge has led to a comprehensive new line of Digital Signal Routing Products, Radio Frequency (RF) and Infrared (IR) Control Systems, and Architectural Speakers that provide affordable and innovative house-wide entertainment for consumers. The company's Dynamic Level Adjustment (DLA) multi-room speaker level audio routers with RF and IR remote control options are an industry first while its Storm Series Speakers are designed with waveguide pivoting tweeters and custom components to create a dynamic listening experience. In addition, ATON's end-to-end digital audio router, with in-wall amplified touchpads, is recognized as groundbreaking within its category.

"We are honored that we have been named the marketing communications agency of record for ATON," stated Mr. Style. "The company and its products are truly changing the landscape of home entertainment technology by putting groundbreaking new technologies within the reach of consumers and installers and we are excited to be working with such an innovative and future-forward company."

The Steven Style Group's approach to promoting all products is emphatically pro-active, and sell-in and sell-through driven. The agency's brand building campaign for ATON will include the implementation of a broad array of marketing communications and publicity initiatives including: increasing visibility/awareness of ATON's existing commercial products, generating awareness and demand for new consumer electronics product releases, and establishing and elevating the company's profile within the consumer electronics space.

The agency's achievements in electronics and computer based marketing date back to the '90s when the agency's president worked with Midway Home Entertainment, the originator of Space Invaders, PacMan and Mortal Kombat. Throughout the years, the Steven Style Group has developed and implemented marketing communications programs for new ventures developed by a variety of renowned technology innovators, including the inventor of mass user voicemail, the developers of early hard drive music servers, and the creator of the first-ever Internet job board. This expansive background will contribute widely to the mix in developing and executing a broad-based marketing communications program in support of ATON's entrance into the consumer electronics marketplace.

In making the announcement ATON's General Manager Bob Williams said, "Many users in the Consumer Electronics market have become very sophisticated, demanding the best from their home systems. We entered the professional space in 2005 with our DLA signal leveling/matching system knowing the consumer electronics market was part of our future and where our products needed to be. ATON made the commitment to support that in 2008 and has backed it with our new business relationship with the Steven Style Group. Based on their performance in the professional and consumer sectors, I am confident that they will be an invaluable part of our team and future success."

About ATON Inc.:

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>

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

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