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**For Immediate Release:**

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**DEVICE INTEGRATES LOCAL AND DOWNLOADED AUDIO MESSAGES WITH BACKGROUND MUSIC**

**Glendora, CA – August 1, 2004 - Mackenzie Laboratories, Inc.** introduces the DV-2000MTS/LR Digital Autoload Storecaster with Music-Thru and Local Record.

The DV-2000MTS/LR seamlessly combines marketing messages with an external music source, enhancing shopping or On-Hold experiences. The DV-2000MTS/LR offers 20 independent message locations, each with an individual enable switch. This selectivity and an on-board delay timer allow control over which messages play, and how often. Playback sequences may be changed by time of day, day of week or any other criteria in order to create the desired customer experience.

Messages may be loaded into the DV-2000MTS/LR automatically or recorded locally. Pre-recorded/professionally produced material may be downloaded to the device by the standard cassette mechanism. Last minute updates and/or periodic specials can be recorded directly to the DV-2000MTS/LR as needed.

The DV-2000MTS/LR is ideally suited for both Message-On-Hold and

Storecasting applications. The system allows for the combination of marketing messages with music to keep clients interested and informed about your company or products while they are on hold. In addition, the DV-2000MTS/LR seamlessly integrates in-store advertising messages with background music in overhead retail environments.

The DV-2000MTS/LR represents our latest success in blending customer requirements and product development expertise and is helping Mackenzie achieve our vision:

**Making a Difference, One at a Time**

Since 1954 Mackenzie has continued to revolutionize the communications industry through the firm's message-on-hold, remote download, page stacker/feedback eliminator, message repeater and transit product lines.

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