

Aluratek Announces the “Brick” Hi-Powered Speaker Dock with Built-In Amplifier

The Brick lets you charge and dock your iPhone, iPod touch or iPod while providing powerful, amplified sound quality at an entry-level price

Tustin, CA — June 1st, 2010 — Aluratek, Inc. (www.aluratek.com), a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, announces Brick – the new iPod/iPhone speaker dock. The Brick features a built-in amplifier, providing superior sound quality to please audiophiles, while offered at an affordable price.

The Brick is a universal iPod docking station, and is compatible with the iPod touch, iPhone and any iPod model with a click wheel. Devices will be charged when docked in the Brick, which can also be used with any MP3 player by utilizing the 3.5mm auxiliary line input. You can also choose to listen to the FM radio through the built-in FM tuner.

With an MSRP of a low \$149.99, the Brick offers an affordable solution for superior sound quality. The speaker features 23W (RMS) output power, including a 15W downward firing subwoofer and 4W on each L/R channel. It also has an electronic harmonic distortion feature of less than two percent.

“We’re proud to offer our consumers a product that not only provides a powerful, in-concert sound experience, but does so at a price that is affordable especially in today’s economy,” said John Wolikow, VP Sales and Marketing for Aluratek. “I’m confident that once the Brick is experienced the consumer will be amazed how such a tiny footprint can produce such a big sound.”

Additional features of the Brick include an FM tuner, alarm clock and equalizer. An included remote lets you control the Brick from anywhere in your home.

The Brick is now available online through Aluratek.com and other major e-tailers, as well as in-store through Fry’s Electronics with an MSRP of \$149. For more information about the Brick, or any of Aluratek’s other innovative products, please visit www.aluratek.com.

Aluratek’s main product categories currently include digital photo frames, eBooks, camcorders, 3G cellular Wi-Fi routers and Internet radio. Portable media players is a new category focus for 2010. For more information on Cinepal, or other Aluratek products, visit www.aluratek.com.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following technologies: Internet Radios, Digital Photo Frames, eBook Readers, Digital Video Camcorders, 3G Routers, USB / Multimedia Accessories, External Storage and Power Supplies. For more information, please visit www.aluratek.com.

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