



## **Marshall Electronics, Inc.**

*Product Innovation Through Technical Excellence!*

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### **FOR IMMEDIATE RELEASE**

## **Award Winning Genesis Launches MXL® into New Category**

*New flagship tube microphone is bucking trends and delivering a new level of performance to what the average musician can afford.*

El Segundo, CA, November 18, 2008 – MXL® Microphones, the professional audio division of Marshall Electronics, has created a new market with the introduction of the Genesis, a masterfully engineered tube mic that's turning heads in the professional recording industry. Designed primarily for vocals, the Genesis is gaining attention for its studio-level quality and affordable price point.

"Make no mistake, this is a high-end tube microphone with the kind of features you find in mics priced thousands of dollars more," asserts Jim Mona, MXL's National Sales Manager. "Ask anyone who's tried the Genesis and they tell you it's the most unbelievable mic at any price."

Recording professionals and musicians are praising the Genesis for its clean highs, warm mids, and tight bottom-end, features attributed in part to the genuine Mullard 12AT7 tube. Known for its smooth, rich tone and silky high-end, MXL burns in each Mullard tube for 48 hours prior to shipment, ensuring flawless performance from every Genesis mic. The Genesis also includes a 100 Hz 6 dB octave roll-off switch for suppressing undesired structure-borne sound and -10 dB pad that enables the mic to handle high SPLs.

"MXL has a reputation for making excellent quality mics that people can afford," concludes Mr. Mona. "The Genesis places us in a specialized category of ultra high-end, ultra high performance. It really is a beautiful sounding mic and you don't need a loan application to own it."

MXL's Genesis sports a glossy red finish and 24K gold-plated grill. The package includes a power supply, heavy duty shockmount, and Mogami® mic and tube cables. Each Genesis mic is serialized and supplied with QC "verification of excellence" documentation.

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