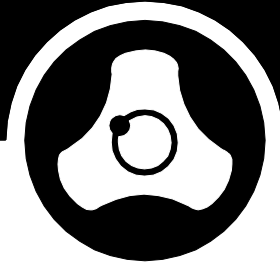


PRESS RELEASE



Contact: Marty Harrison
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FOR IMMEDIATE RELEASE

Triad-Orbit ‘Lowers The Boom’ With IO-RA™ Quick-Change Coupler **T-O Releases New Full-featured IO Coupler With Half The Weight And Price Of The Original**

Kingston, Wash. (11-15-2017) – Triad-Orbit introduced IO-R, its original retrofit quick-change coupler for microphone stands, in the fall of 2013. IO-RA, the latest generation of IO couplers, was developed specifically in response to competitive products that attempted to copy the original Triad-Orbit IO-R retrofit quick-change coupler.

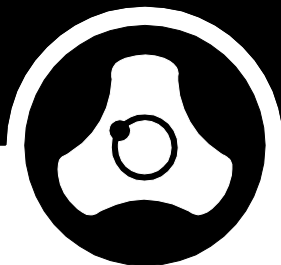
IO quick-change couplers are the cornerstone modular components in all Triad-Orbit stand systems. From the very beginning, T-O has offered the IO-R retrofit coupler to convert conventional stands to Triad-Orbit compatibility. The advanced design, functionality and build quality of IO couplers raised the bar for the product category and invited imitators. Cut-rate IO-R knock-offs arrived in 2015 with a familiar profile minus the quality and features of the original.

“The IO invention and design are patented,” said Marty Harrison of Triad-Orbit. “By applying our proprietary designs, advanced manufacturing capabilities and premium materials, we’ve produced IO-RA: a *real* Triad-Orbit retrofit quick-change coupler with all of the features and functionality of the original IO-R at the price of the clones. Originality always wins.”



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Triad-Orbit 'Lowers The Boom' With IO-RA™ Quick-Change Coupler

IO-RA couplers are machined from premium grade aluminum and are approximately half the weight of the original IO-R, with its all steel construction. Weight savings is an important consideration for many users, especially in live performance and production applications.

Harrison continued: "With IO-RA, anyone can convert their convention mic stand to full Triad-Orbit compatibility for just 20 bucks! IO-RA quick-change couplers connect all Orbit booms and IO support components. That's why we like to refer to IO-RA as the "gateway drug" to mainline T-O technology."

The MSRP for IO-RA is \$25.00 and MAP is \$20.00. IO-RA is also available in a value priced 6-pack: IO-RA/6- MSRP / \$125.00, MAP / \$100.00. All pricing is USD.

Triad-Orbit Advanced Stand Systems is part of ACCESS Products Group (APG), the branded products division of Music Express LLC (MX) of Kingston, WA. MX is an OEM/ODM supplier to many of the world's leading brands in the music products and pro audio industries. For additional information contact: APG-MX / Ph. (206) 780-1900 / Toll-free (888) 846-8776

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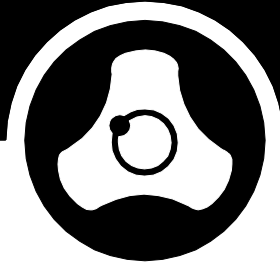
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