



FOR IMMEDIATE RELEASE

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Audio Messaging Solutions (AMS) Acquires Sonic River Studios

(Oldsmar, Fla.) – Audio Messaging Solutions, LLC (AMS) – a national provider of telephone on-hold messaging services with clients such as The United States Postal Service and Goodyear Tire and Rubber Company – recently acquired Sonic River Studios, a full-service audio production company based in San Diego, California.

This is the 10th business acquisition for AMS since 2002. Under this new venture, AMS – which has been recognized by *Inc. 5000* as one of the fastest growing privately held companies – will add more than 1,000 locations to its network, making it one of the largest on-hold messaging companies in the nation.

“Bringing Sonic River Studios and its ‘sound of success’ into the AMS network furthers our strategic vision to become an innovative leader of on-hold messaging services nationwide,” said Aaron Kleinhandler, CEO of AMS. “Their best-in-class production services, combined with professional talent and dedication to quality are a perfect match for AMS. We look forward to working with their strong management team and building on their impressive track record.”

The Sonic River Studios location in San Diego services clients such as AAA, American Express Travel, Motor Works, Inc. and Pearle Vision as well as innovative programs with www.vacation.com, Travel Leaders and ASTA.

“Sonic River Studios is a pioneer in reliable, customized on-hold programming and service, and this new direction with AMS recognizes the accomplishments and success the company has achieved since launching operations just 15 years ago,” said Michael Sakakeeny. “We are pleased to join the AMS network, and are confident we will continue to provide new solutions for the ever-changing marketplace.”

For more information about using AMS for on hold marketing, auto attendant or overhead music needs, please call (800) 584-4653.

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ADD ONE – AMS

About AMS:

Originally founded in 1986, Audio Messaging Solutions, LLC (AMS) is a Tampa Bay, Florida-based multimedia firm, specializing in on-hold messaging and custom telephony recordings as well as overhead music services for more than 30,000 locations nationwide. Providing creative consulting, script development, voice talent selection and recording, AMS is a full-service audio messaging source, working with clients such as The Goodyear Tire & Rubber Company, Regions Bank, Raymond James Financial, and The United States Postal Service. The company has been recognized by Inc. 5000 as one of the nation's fastest growing privately held companies and is a member of the On-Hold Messaging Association. For more information on AMS, please visit <http://www.onholdbusiness.com>.

About Sonic River Studios:

Sonic River Studios is a world-class, full-service audio production company providing a complete, integrated suite of business audio solutions. Professional advertising copywriters, experienced producers, program managers, and highly professional, national-broadcast-quality voice talent all combine as a team to provide clients with an unparalleled, polished corporate image across all audio media. From voicing services for auto attendant, IVR and voice mail applications to marketing-on-hold, in-store broadcasting and web audio, Sonic River Studios' range of capabilities is truly best-in-class. For more information, please call 800.486.0037.

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