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ClearOne Announces Direct Residential Dealer Program for NetStreams Branded Residential Products

Distribution changes made to strengthen relations with NetStreams Deale

SALT LAKE CITY, Aug. 17 /PRNewswire-FirstCall/ -- ClearOne (<http://www.clearone.com>) (Nasdaq: CLRO) today announced that it will now offer for sale its NetStreams branded residential products directly to qualified dealers in the United States. Qualified dealers will no longer be required to purchase NetStreams residential products through distribution. ClearOne has made these changes to strengthen its business relationship with NetStreams dealers and address changes in a rapidly evolving marketplace. This transition from a 2-tier distribution sales model to direct sales to qualified resellers will benefit both integrators and end customers by shortening the lines of communication for pre and post sales support as well as streamlining product fulfillment.

As part of this direct to dealer initiative, ClearOne has:

- Recruited a nationwide team of trained and responsive independent manufacturer's representatives to work with NetStreams Residential Dealers to help them support and build their business.
- Established an internal Technical Sales team to assist qualified dealers with presales and post sales technical support, system design, product education, system quotes and on-site services.
- Completely redesigned and enhanced its dealer training program.

"We are delighted to create closer business relationships with the residential electronic systems integrator," said Buzz Goddard, Vice President Worldwide Residential Sales. "This new direct sales initiative reflects our belief that system integrators are key to the successful sale and installation of NetStreams' products. We have some very compelling products coming. Having the NetStreams sales and support team tightly connected with the integrators will maximize their ability to effectively bring NetStreams solutions to the end user."

To learn how to become a NetStreams dealer call 1-800-705-2103 or email techsales@netstreams.com. You may also visit NetStreams at the CEDIA Expo September 22-26 in Atlanta, at Booth 2606.

About ClearOne

ClearOne is a global communications solutions company that develops and sells conferencing, collaboration, streaming media and connectivity systems for audio, video, and web applications. The reliability, flexibility and performance of our advanced comprehensive solutions enhance the quality of life through better communication, education, and entertainment.

We develop, manufacture, market, and service a comprehensive line of high-quality audio conferencing products under personal, tabletop, premium and professional (installed audio) categories. We occupy the number one position in the global professional audio conferencing market with more than 50% of the global market share. Our conferencing solutions save organizations time and money by creating a natural environment for collaboration.

NetStreams, a subsidiary of ClearOne, delivers the ultimate IP A/V experience by distributing high definition audio and video over TCP/IP networks. NetStreams' products, designed for commercial and residential use, offer unprecedented levels of performance, functionality, simplicity, reliability, and expandability. By combining audio/video content, meta-data and control signals into one stream and incorporating industry standards, NetStreams' newly patented StreamNet® solutions are a smart investment, enabling *The Power of AV over IP™* – today.

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<http://www.b2i.us/irpass.asp?BzID=509&to=ea&s=0>

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