

**For Immediate Release:**

## **CharterOak Acoustic Devices Opens Asia Sales Office**

**ENFIELD, CT/Singapore– (July 8, 2008)** – CharterOak Acoustic Devices, USA announces the expansion of international operations into the South East Asia region with a new office in Singapore. Under the leadership of manager Kamal Mahtani, CharterOak Acoustic Devices Asia Pte. Ltd. will handle sales, product distribution and technical support for the South East Asia region, including Singapore, India, Malaysia, Thailand, Indonesia, Vietnam, and Philippines.

Although CharterOak’s products have been available in SE Asia for over one year through its Singapore based distributor ProAktiv Systems, the need for an expansion of operations in this area has become a reality as the emerging markets of SE Asia begin to gain serious momentum. Establishing a direct office will enable CharterOak to provide an even higher level of customer service and support. Service and support have always been a priority of the company’s founder, Michael Deming.



A graduate of SAE Institute, Kamal Mahtani joins CharterOak Acoustic Devices from ProAktiv Systems Pte. Ltd. and Sound Advice Recordings Pte. Ltd. Prior to graduation, Kamal worked for Kontakt International Pte Ltd., where he sold, designed and integrated professional recording equipments for studios. During his time at ProAktiv and Kontakt Intl., Kamal was responsible for Rode & Fostex in Singapore and Malaysia. Consequently, he opened his own studio in 2006, Sound Advice Recordings, which has become one of the top choices for musicians, with a repertoire of international work as well as many Singapore bands. The combination of previous sales experience and his direct exposure to the recording industry makes Kamal a perfect fit for CharterOak. “Approximately 50% of our direct sales are a result of end user referrals. It is our goal to double CharterOak’s Asia Pacific sales by this time next year. Kamal’s ability to professionally demonstrate CharterOak products live in his studio to the up and coming bands in and around Singapore and SE Asia will undoubtedly achieve this for us.” says CharterOak VP of Marketing.

For dealer or distributor information, visit the CharterOak Dealer Page of the corporate website [www.charteroakacoustics.com/dealers.htm](http://www.charteroakacoustics.com/dealers.htm)

### **About CharterOak Acoustic Devices**

Founded in 2002, CharterOak Acoustic Devices designs and manufactures exceptionally high quality audio devices for the professional and home recording industry. The company’s mission is to provide unsurpassed sonic integrity and extreme durability and to create audio products uniquely suited for today’s recording environments. CharterOak Acoustic Devices product line offers recording & broadcast microphones, signal processors and studio headphones. Current customers include industry leading professionals such as Mike Chapman (Blondie, Divyins) John Fischbach (Stevie Wonder, Carole King, War) Don Miller (Ben Folds, John Mayer, Natalie Merchant), Emmy winning film composer Brian Keane, and broadcast icon SIRIUS Satellite Radio. For more information about CharterOak microphones, visit [www.charteroakacoustics.com](http://www.charteroakacoustics.com) or email [info@charteroakacoustics.com](mailto:info@charteroakacoustics.com).

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