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**FOR IMMEDIATE RELEASE**

### **Custom Retailer EXC!TE Award Goes to Da-Lite for the Perforated HD Progressive 1.1 Screen**

WARSAW, IN – August 25, 2011 – Every year during the CEDIA trade show, Custom Retailer EXC!TE Awards are given for Excellence in Custom Installed Technologies and Electronics. This award pays tribute to the products that best exemplify the excitement and growth of the custom electronics industry.

For 2011, Da-Lite Screen Company will be receiving an EXC!TE Award for its HD Progressive 1.1 Perf screen, an acoustically transparent front projection fabric which allows speakers to be placed directly behind the screen. With virtually no sound loss and excellent image quality, this fabric provides the same optical characteristics as the HD Progressive 1.1 screen surface with specially designed perforations that allow the speakers to transmit the full range and brilliance of an original soundtrack while providing maximum clarity. With its unmatched uniformity, clarity, contrast and picture fidelity, the addition of the HD Progressive 1.1 Perf material gives both end users and integrators a wide range of HD Progressive screens to fit their needs.

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Da-Lite will be accepting the EXC!TE Award at the annual CEDIA tradeshow held in Indianapolis, Indiana from September 8<sup>th</sup> to the 11<sup>th</sup> of this year. Over 400 entries were submitted for the Custom Retailer EXC!TE Award for 2011.

Attachments: Da-Lite Screen Company logo

Cinema Contour with HD Progressive 1.1 Perf image

EXC!TE logo

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Founded in 1909, Da-Lite Screen Company is the leading producer of high quality commercial and residential projection screens worldwide. With headquarters in Warsaw, Indiana and additional operations in the U.S. and Europe, Da-Lite manufactures projection screens and accessories to Fortune 500 companies, entertainment and major broadcast networks, education systems and governments around the globe. Today Da-Lite's proprietary screen technologies are specified for the most demanding installations from military training simulators to boardrooms and classrooms to home theaters. Da-Lite has become the "First Name in Projection Screens." For more information, visit [Da-lite.com](http://Da-lite.com).