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Radio Magazine Recognizes Electronics Research, Inc. With a Pick Hit Award

Las Vegas - NAB2007 - April 19, 2007 - Radio magazine, the Radio Technology Leader, announced the winners of the Pick Hit Awards for NAB2007. The Radio magazine Pick Hits panel selects the top 15 new products introduced at the convention.

This year, Electronics Research earned one of the coveted Pick Hit Awards for its ULTRA Guy Anchor Rod. Benefits of this innovative new product include:

- Noninvasive (no digging)
- Nondestructive (no surface damage)
- No temporary anchors required
- Provides more detail than visual inspection including detection of stress cracks and internal flaws
- Historical record (base line test) for future evaluation
- Polyethylene sealed and anti-corsive tape wrapped at the factory for additional protection

“The Pick Hit Awards are limited to 15 winners, which maintains the value and prestige of the award,” says Chriss Scherer, editor of Radio magazine. In addition, the Pick Hit Award judges follow a strict set of rules and make their selections independently and anonymously, which is a further testimony to the proven value of the award to radio broadcasters.”

The Pick Hit Awards were first presented at the NAB Convention in 1985, making them the oldest technology award at the convention. The Pick Hit Awards are selected by a panel of judges who are radio broadcast engineers from radio stations, radio networks and radio production facilities. The Radio magazine staff has no influence in the Pick Hit Awards decision, which ensures that there is no bias in the selections. The official Pick Hit rules require that the winning products must fit a recognized need in radio, are priced within reason, are available within the current calendar year and have never before been exhibited at the NAB Convention.

The complete list of recipients will be published in the June 2007 issue of Radio magazine, and it is available online at beradio.com.



Photo Caption: ULTRA™ Guy Anchor Rod for Non-destructive Detection of Stress Cracks and Corrosion

This photo can be downloaded in hi-res from www.eriinc.com/photos/PR28012_1.jpg [1.27 MB].



Photo Caption: ERI recognized by Radio Magazine with a Pick Hit Award for ULTRA Guy Anchor Rod (Dave Davies, Director of Structural Product Marketing)

This photo can be downloaded in hi-res from www.eriinc.com/photos/28016_01.jpg [258 KB].

About Radio magazine

Tracing its roots to 1959 and Broadcast Engineering magazine, Radio magazine has served the interests of radio station and radio network engineers, managers and owners since 1994. Written by radio industry professionals for radio industry professionals, Radio magazine delivers in-depth technical expertise with the most-respected editorial content.

Radio magazine Contact:

Chriss Scherer
editor
913-967-7201
chriss.scherer@penton.com
www.beradio.com

About the Pick Hit Awards

First presented at the NAB Convention in 1985, the Pick Hit Awards are the original technology award at the convention. The awards are selected by a panel of judges who make their selections independently and anonymously and then convene for a meeting on the third day of the convention. The Radio magazine editorial staff has no part in the selection process. Winning products are selected because they are useful to radio broadcasters, are priced within reason, are available within the current calendar year, and are new introductions at the NAB Convention.



About Electronics Research, Inc.

Electronics Research provides state-of-the-art telecommunications and broadcast products since 1943. ERI's products and services include: television and FM antennas; filters and combiners; broadcast towers; grounding and lightning protection products; installation, maintenance, structural analysis and inspection services; rigid coaxial transmission line and UHF waveguide transmission systems.

For More Information Contact:

Bill Harland
Electronics Research, Inc.
Tel: (812) 925-6000x214
Fax: (812) 925-4030
Online: www.eriinc.com