

808 Audio and Scratch DJ Academy Team Up To Support Emerging DJs



Partnership includes outfitting students with studio quality headphones, wireless Bluetooth speakers and an 808 Scholarship to attend Scratch DJ Academy

New York – September 23, 2014 – 808 Audio, an audio brand conceived from the roots of hip hop and EDM, announces their partnership with Scratch DJ Academy to help provide education and access to the dynamic art form of the DJ and producer. As an audio partner, all Scratch DJ Academy students will have the hands-on experience of using 808 Audio headphones and speakers as they hone their craft in the studio and listen to the music they create.

The two companies have also created six-week scholarships for ten incoming Scratch DJ Academy students who demonstrate a passion and a dedication to DJing or producing. Best of all, 808 Audio will offer Scratch DJ Academy students and graduates exclusive chances to participate in special opportunities and events throughout the year, including a set at the annual Consumer Electronics Show (CES) in 2015.

808 Audio and Scratch believe in the importance of lowering the barrier of entry to these crafts by providing access to amazing instructors and proven curriculum, along with state-of-the-art equipment. Scratch DJ Academy instructors teach aspiring DJs more than just how to mix and make music, but also to market themselves and book performances.

“We hold audio quality to very high standards and test every product we have in our Academy,” said Rob Principe, Scratch Music Group CEO, who estimates Scratch teaches more than 30,000 people how to DJ annually through its physical locations and national events. “We chose 808 Audio as a partner because their headphones and speakers perfectly capture our students’ performances, which ultimately will help them become

better DJs and producers. 808 Audio makes quality gear that's affordable which supports our mission to make this art form accessible and approachable to all music fans."

"Our partnership with Scratch DJ Academy brings our commitment to supporting emerging artists to life," said Ian Geise, SVP of 808 Audio. "It further validates the power of music as 808 Audio helps lay the foundation for the next generation of DJs and producers."

About 808 Audio:

Conceived in 2011 from the roots of hip hop and EDM, 808 Audio offers great audio performance at affordable prices, in unique designs that speak to these music communities. It has since grown to become one of the leading brands in headphones and Bluetooth wireless speakers. 808 Audio is one of many top tier brands owned by Voxx International Corporation (NASDAQ:VOXX).

For more information about 808 Audio, please visit <http://www.808audio.com>

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About Scratch DJ Academy:

Scratch DJ Academy, co-founded in 2002 by Rob Principe and the late Jam Master Jay of the legendary group Run DMC, has taught over 500,000 people from all 50 states and 35 countries at its five flagships and ten satellite locations.

With its copyrighted curriculum, state of the art equipment, local celebrity instructors, and emphasis on mentorship and community, Scratch DJ Academy offers introductory, intermediate, and advanced courses along with certification and professional programs, giving DJs and producers of all skill levels the opportunity to realize their aspirations.

For more information about Scratch DJ Academy, please visit <http://www.scratch.com/>

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Media Contacts:

Jen Mangham

Max Borges Agency

305-374-4404 x 191

jenmangham@maxborgesagency.com

Madison McClymonds

Max Borges Agency

305-274-4404 x 146

madisonmcclymonds@maxborgesagency.com