



Toshiba adds QSound Technology to their new LCD/DVD Combo Lineup

Calgary, Alberta – January 29, 2010 -- QSound Labs, Inc., a leading developer of audio and voice software solutions, today announced that Toshiba Corporation is now shipping QSurround, QSound's virtual surround technology in its latest LCD/DVD combo product line. Toshiba has established itself as a market leader in this product category by delivering a convenient all-in-one entertainment experience that can be integrated into any room in the house. During the fourth quarter of 2009, eleven models of Toshiba's combo units shipped with QSurround technology incorporated.

“We are very pleased that Toshiba decided to expand the use of our technology into this new and exciting product category,” stated David Gallagher, President & CEO of QSound Labs, Inc. “This new design win complements our existing business with Toshiba. As previously disclosed, QSurround technology has been shipping in Toshiba LCD TVs (32”, 37”, 40” & 46” models) since August 2008.”

About QSurround

QSurround transforms ordinary listening into an audio experience. The QSurround family of algorithms renders high-quality, multi-channel virtual surround audio with maximum spatial impact over stereo headphones, stereo speakers and multi-speaker surround systems, creating a powerfully immersive listening experience.

About QSound Labs, Inc.

Since its inception in 1988, QSound Labs, Inc. has established itself as one of the world's leading audio technology companies. The Company has developed numerous innovative, proprietary audio solutions based on extensive research into human auditory perception. These technologies include virtual surround sound, 3D positional audio, stereo enhancement and MIDI synthesis for the mobile devices, consumer electronics, PC/multimedia, and Internet markets. QSound Labs' cutting-edge audio technologies create rich, immersive 3D audio environments allowing consumers to enjoy stereo surround sound from headphones or from two, four and up to 7.1 speaker systems. The Company's customer and partner roster includes Aricent, ARM, Broadcom, LG, MiTAC,



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Panasonic, Pantech, Qualcomm, Samsung, Sony Vaio and Toshiba amongst others. QSound Labs supports its semiconductor, software and OEM partners globally with offices in Canada, Europe, China and Japan. To hear 3D audio demos and learn more about QSound, visit our web site at www.qsound.com.

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QSound Labs, Inc. - Forward-Looking Statements

This release contains forward-looking statements concerning, among other things, current and continued use of QSound's QSurrround technology in Toshiba's LCD/DVD combo product line. These statements involve risks and uncertainties which could cause actual results, performance or achievements of QSound, or industry results, to differ materially from those reflected in the forward-looking statements. Such risks and uncertainties include, but are not limited to, risks associated with loss of QSound's business relationship with Toshiba, acceptance of QSound's technology by consumers, QSound's ability to carry out its business strategy and marketing plans, dependence on intellectual property, rapid technological change, competition, and general economic and business conditions and other risks. Forward-looking statements are based on the current expectations, projections and opinions of QSound's management, and QSound undertakes no obligation to publicly release the results of any revisions to such forward-looking statements which may be made, for example to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.



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