



For Immediate Release

Charity Hardwick Named President of Soundcast
Hancock Park Associates Selects Leader for Soundcast's Future



(San Diego – May 2, 2018) – Soundcast LLC, the company that creates wireless audio technologies including outdoor, portable, high-performance speakers for the consumer markets, announced today the appointment of Charity Hardwick as company President.

Since joining Soundcast in 2015, shortly after the sale of the company to Hancock Park Associates, Hardwick has helped execute and lead many of the company's strategy shifts, including: go to market realignment, sales channel and new product development and the formulation of a refreshed branding strategy.

With a background in sales, marketing, finance and many years of business strategy consulting, Hardwick was recruited by the OAC Group. Led by Oscar Ciornei and supported by Bob Dulsky, the OAC Group was brought in by the new ownership to oversee the company's transition and the development and launch of the entirely new Soundcast VGX product line.

"We've selected a very strong leader and visionary at a time when Soundcast is transitioning from realignment and development into launch and execution," said Ted Fourticq, partner of Hancock Park Associates. "The pace of today's technology has accelerated and become more fluid, and Hardwick has the acumen, vision and ability to accelerate what is working well for Soundcast, and disrupting what needs to change. She has the ability to energize and inspire employees, partners and customers."

"Hardwick is clearly the leader for Soundcast's future, and she has the unanimous support of the Soundcast team. Soundcast is executing the transition I saw for this company and has been critical in building out the sales and marketing strategy," said Oscar Ciornei, of the OAC Group. "The OAC Group is pleased to have worked alongside Charity during this transitional period, and believe she has the acumen and determination to guide the next phase of this company's development."

"Having personally worked with the brand in a sales capacity for nearly four years, I was able to assess not only many of the core strengths of the Soundcast products, but some of the challenges and opportunities

in the market for this product concept,” said Charity Hardwick, President of Soundcast. “I am focused on accelerating the innovative solutions and high-quality execution our customers expect from Soundcast.”

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