 FOR IMMEDIATE RELEASE

**ASI Audio User and Acclaimed Rock Vocalist Mitch Malloy to Front Van Halen Experience Concert in Destin, FL, on Saturday, October 9**

Beachwood, OH, October 6, 2021 — Although he’s currently the lead singer for iconic rock band Great White and has been an acclaimed solo artist, songwriter and producer since the early 90s, rock vocalist Mitch Malloy has a close association with another legendary act: Van Halen. Malloy rehearsed with the band in the mid-90s after Sammy Hagar’s tenure as lead singer and was offered the job as the band’s new frontman, but Mitch ultimately turned down the gig. But Mitch and the band stayed friendly, and he looks back fondly on his time with the group.

And now his association with one of rock’s most legendary acts has resulted in Mitch Malloy’s Van Halen Experience, a celebration of Eddie Van Halen’s musical legacy. For years fans have asked Mitch to perform Van Halen so they can have a glimpse into what the legendary band would have sounded like with Mitch fronting. These requests keep pouring in, so for one night only, Mitch will be hosting a celebration of Van Halen with an A-List band including acclaimed guitar virtuoso Pete Thorn.

The concert will take place Saturday, October 9, 2021, from 5:30 p.m. to 10:00 p.m. CDT, at Mattie Kelly Arts Foundation, 4323 Commons Drive West, Destin, FL 32541. A portion of the proceeds will go to the music program at Destin High School and the Mattie Kelly Arts Foundation. In case of inclement weather, the concert will be rescheduled for Sunday, October 10, 2021.

One element of Mitch’s undeniable vocal prowess and stage presence is his personalized stage monitoring setup, which has evolved from his early adoption of in-ear monitors (IEM) to a finely honed signal flow involving the ASI Audio 3DME Active Ambient system as his IEMs of choice these days. The results speak for themselves, and they’ll be on full display at Mitch Malloy’s Van Halen Experience in Destin. He notes, “I have had quite a few systems by different companies, very famous companies, and this system from ASI sounds by far the best to me. It sounds the most accurate. It sounds fantastic, so I'm inspired. If I'm inspired, I do better work. For me, music is all about emotion and inspiration.”

For more information, and to purchase tickets, visit <https://www.eventbrite.com/e/mitch-malloys-van-halen-experience-tickets-166710123467>.

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Photo file 1: MitchMalloy\_EricShermanImages.jpg

Photo caption 1: Mitch Malloy (photo credit: Eric Sherman Images)

Photo file 2: MitchMalloy\_VHE\_Poster.jpg

Photo caption 2: Promo graphic for Mitch Malloy’s Van Halen Experience, a celebration of Eddie Van Halen’s musical legacy, taking place Saturday, October 9, 2021, from 5:30 p.m. to 10:00 p.m. CDT, at Mattie Kelly Arts Foundation in Destin, FL

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**ABOUT ASI AUDIO**

Founded in 2019 by the team of hearing health advocate Dr. Michael Santucci Au.D. of Sensaphonics and Jim Harris, CEO of Think-A-Move, Ltd., developers of innovative speech recognition products for high-volume environments, ASI Audio x Sensaphonics has combined patented technologies and market insights to create 3DME Music Enhancement, a fundamentally different approach to in-ear monitoring and hearing protection. 3DME combines Active Ambient technology and personalized sound quality via the intuitive ASI Audio app, creating a system equally useful for amplified and acoustic monitoring for musicians and concertgoers alike. Web: [www.ASIaudio.com](http://www.ASIaudio.com).