DENON

For Immediate Release

Press Contact: Lisa Cazzola
DBA Public Relations
Lcazzola@dba-pr.com
(212) 388-1400

DENON PACKS PREMIUM FEATURES IN NEW LINE OF A/V RECEIVERS

-- Ten New Models Now Available, Including Two More in the Custom Integration "CI" Line; All Feature Audyssey Dynamic EQ and Audyssey Dynamic Volume, HDMI 1.3a Capability and More –

Denver, CO, September 4, 2008 — Denon Electronics, one of the world's premier manufacturers of high-quality home entertainment components, recently announced that the company's ten new advanced audio/video receivers are now available at retailers. The first manufacturer to incorporate both **Audyssey Dynamic EQ** and **Audyssey Dynamic Volume** in A/V receivers, Denon® now includes these advanced convenience features, as well as HDMI 1.3a capability, in all ten of its new receivers. Notably, many of the new models also provide advanced multi-zone A/V capabilities to enhance a user's lifestyle.

Denon's new A/V receiver offerings include the multi-zone Models **AVR-2809CI** (SRP: $1,199), **AVR-2309CI** (SRP: $849), **AVR-1909** (SRP: $649), **AVR-1709** (SRP: $449) **and AVR-1609** (SRP: $349), as well as five new high-performance, high-value receivers in its Retail Home Theater Series line, the **AVR-989** (SRP: $1,199), **AVR-889** (SRP: $749), **AVR-789** (SRP: $599), **AVR-689** (SRP: $399), and **AVR-589** (SRP: $299). *The initials "CI" (for Custom Integration) in the two models noted above emphasize the inclusion of special features and capabilities geared specifically toward professional custom integrators.*

Exciting New Benefits for Today's Home Entertainment Lifestyle

Denon's new line of high-performance A/V receivers features leading-edge image- and sound-enhancing technologies throughout, such as HDMI 1.3a capability with support for Deep Color, as well as advanced connectivity and specially designed custom integration features at attractive new prices. Most notably, all new Denon A/V receivers feature a host of key lifestyle features geared toward helping people enjoy exciting new capabilities and home entertainment benefits. For example, all new receivers in Denon's lineup feature **Audyssey Dynamic Volume**, a volume leveling technology that frees listeners from the disruptive changes in volume levels

-- more --

when broadcast material changes between television shows and commercials or even while watching a movie. Audyssey Dynamic Volume constantly monitors the volume of program material moment-by-moment, maintaining the desired listening level for all content while optimizing the dynamic range to preserve the impact. With this innovative technology, the user no longer has to constantly reach for the remote control volume button.

Two other lifestyle-enhancing Audyssey technologies, **Audyssey Dynamic EQ** and **Audyssey MultEQ**, are included in all new Denon receivers, significantly enhancing the overall entertainment experience. Audyssey Dynamic EQ is the first loudness correction technology to solve the problem of deteriorating sound quality of movies and music as volume is decreased. At a lower playback volume, voices tend to change, bass disappears, and the surround soundstage becomes less enveloping. By selecting the correct frequency response and surround volume levels moment-by-moment, Dynamic EQ lets users enjoy the full palette of original rich sound at <u>any</u> volume. It's the first technology to carefully combine information from incoming source levels with actual output sound levels in the room, a pre-requisite for delivering a loudness correction solution.

In all new Denon receivers, Audyssey Dynamic EQ works in conjunction with Audyssey MultEQ, the in-room acoustic measurement and correction system that fine-tunes the listening space via the supplied microphone, with up to six measurement points to ensure even tonal balance throughout the listening room. Once the ideal sound pressure level measurements have been established by MultEQ, Dynamic EQ then determines the proper loudness compensation, while Dynamic Volume prevents unwanted overall disruptive volume changes. This combination provides the optimum listening conditions for <u>every</u> listener at <u>any</u> volume level.

More Advanced Connectivity Capabilities…

Denon's new receivers reflect the company's leadership position in bringing professional custom integrators ideal solutions for creating the types of high-performance multi-zone systems their clients demand, with a host of advanced connectivity technologies for total flexibility in system-building. All new models, for instance, feature multiple HDMI inputs. Models AVR-2809CI, AVR-2309CI, AVR-1909, AVR-989, AVR-889 and AVR-789 offer upconversion and scaling to 1080p from all analog sources, as well as support for Dolby TrueHD and DTS-HD Master Audio

decoding. In addition, all CI models include “Secret CI Modes,” a feature set for certified Denon Integrators that allows them to access special functionality not available to end users. Other custom-installation friendly features included in all Denon “CI” models include RS-232 and assignable high current DC trigger outputs. In addition, all new models feature setup and room correction from Audyssey which can calibrate the receiver rather than having to go through the time staking process of manual calibration (All Models feature Audyssey MultEQ, the AVR-2809CI and AVR-989 feature Audyssey MultEQ XT.)

Multi-Source, Multi-Zone Capability in More Models

Recognizing the demand for receivers capable of delivering audio and video to multiple zones within the home, Denon’s new AVR-2809CI (like the company’s existing AVR-5308CI, AVR-4308CI and AVR-3808CI) offer three-zone, three-source capability.* All other new models feature dual-zone, dual-source capability. For enhanced control flexibility, more models, including the AVR-1909, AVR-2309CI, AVR-2809CI, AVR-789, AVR-889, and AVR-989, are compatible with the company’s RC-7000CI / RC-7001RCI Remote Control System.

New Retail Home Theater Series Models: High-Value, High-Performance

Featuring an all-new, elegantly styled cosmetic design, Denon’s new Retail Home Theater Series line of advanced receivers, including the models **AVR-989**, **AVR-889**, **AVR-789**, **AVR-689**, and **AVR-589** offer many of the same high-quality features found in Denon’s companion models, including compatibility with HDMI 1.3a throughout the line, as well as Dolby Digital, dts ES Discrete and Matrix 6.1 decoding, 24-bit/192-kHz Analog Devices DACs, multi-zone distribution capability and much more. Denon has increased the number of HDMI inputs in its Retail Home Theater Series receivers (2 in the AVR-589, 3 in the AVR-689 and AVR-789, and 4 in the AVR-889 and AVR-989), and now includes dual source and zone capabilities on all models.

The surround section of each Retail Home Theater Series receiver features the same precision 32 bit floating point DSP technology found on Denon’s top-line models, and includes a full array of surround sound decoding functions, including Dolby Digital EX as well as DTS ES 6.1 discrete and matrix decoders for the most thrilling, theater-like surround sound experience. Models AVR-989 and AVR-889 offer Dolby and DTS-HD decoding. In addition, all models offer

integration features such as dedicated iPod dock accessory control ports that provide command and control capability for iPods via the on-screen GUI and more.

**A home network is required for networking functionality.*

About Denon Electronics

Denon is a world leader in the manufacture of the highest quality home theater, audio and software products. Denon is recognized internationally for innovative and groundbreaking products and has a long history of technical innovations, including the development and groundbreaking commercialization of PCM digital audio. Denon Electronics is owned by D&M Holdings Inc.

About D&M Holdings Inc.

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon®, Marantz®, McIntosh® Laboratory, Boston Acoustics®, Snell Acoustics, Escient®, Calrec Audio, Denon DJ, Allen & Heath, D&M Professional and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information visit www.dm-holdings.com.

# # #

DISCLAIMER

Statements in this news release that are not statements of historical fact may include forward looking statements regarding future events or the future financial performance of the company. We wish to caution you that such statements are just predictions and that actual events or results may differ materially. Forward looking statements involve a number of risks and uncertainties surrounding competitive and industry conditions, market acceptance for the company's products, risks of litigation, ability to meet targeted launch dates, technological changes, developing industry standards and other factors related to the company's businesses. The Company reserves all of its rights.