

DENON

For Immediate Release

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DENON TO DEMONSTRATE ITS COMMITMENT TO CI CHANNEL WITH ADVANCED PRODUCTS AND TRAINING PROGRAMS AT CEDIA

-- Special Presentations at Denon Booth #204 Throughout the Show--

Denver, CO, September 4, 2008 — Denon Electronics will demonstrate its commitment to the CI channel with exciting product demos and educational presentations for custom integration professionals at CEDIA. Attendees will be able to participate first-hand in Denon®'s "Boundless Opportunities" proposition, experiencing the full impact of the company's advanced home entertainment products in three separate booth areas. Many of the products on display at Denon's Booth reflect the company's strong commitment to the custom integration marketplace, a commitment that was underscored recently by the results of the **2008 EH Brand Awareness, Use, and Preference Study**. The study, which surveyed over 1,200 custom retailers across the U.S., concluded that in the category of A/V receivers, Denon is clearly the number 1 brand both because of its leadership in brand awareness and because Denon products were rated as "most frequently used" within the last two years.

Here's What Will Happen in Denon's Three Separate Booth Areas...

In one section of the Denon booth, **Jeff Talmadge**, Director of Product Development and Systems Integration, will conduct presentations focusing on the capabilities and usability of Denon's off-site maintenance programs for custom integrators. In another section, inside the Denon Theater, the company will showcase its new "CI" (Custom Integration) products, such as the **AVP-A1HD**CI Ultra-Reference 12 Channel A/V Home Theater/MultiMedia Preamplifier, **POA-A1HD**CI Fully Configurable **10 Channel** Power Amplifier, **DVP-602CI** HDMI Video Processor/Switcher, and **DVD-3800BD**CI Blu-ray™ Disc DVD/CD Player. The separates will spotlight premium features such as Audyssey Dynamic Volume and EQ, dts-HD Master Audio and Dolby TrueHD. In the third booth area, Denon will display the advanced capabilities of its select networking products and receivers.

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Among the announcements that Denon will make at CEDIA will be a Firmware Feature Upgrade for owners of the company's AVR-3808, AVR-4308, AVR-5308, and AVP-A1HDCI. The upgrade will be available via the Denon website beginning October 1 and will include Audyssey Dynamic Volume and EQ, HDMI CEC, Sirius radio ready capability and Rhapsody streaming capability.*

New and Enhanced Product Lineup...

The cornerstone to Denon's vigorous commitment to "Boundless Entertainment™" is a variety of new and enhanced products that feature a host of custom-installation friendly features and capabilities. Here is a brief look at some of Denon's recently introduced products:

- **Ten New A/V Receivers:** Denon has incorporated leading-edge image- and sound-enhancing technologies in all ten of its new high-performance receivers. These features include HDMI 1.3a capability with support for Deep Color, **Audyssey Dynamic EQ**, **Audyssey MultEQ** and **Audyssey Dynamic Volume** in all. The new receivers 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, including the models **AVR-989** (SRP: \$1,199), **AVR-889** (SRP: \$749), **AVR-789** (SRP: \$599), **AVR-689** (SRP: \$399), and **AVR-589** (SRP: \$299).
- **DVD-1800BD** – Denon will display its recently introduced Blu-ray DVD player, model DVD-1800BD (SRP: \$749) that features HDMI 1.3a with Deep Color and Bonus View support (BD Profile 1.1), Full bitstream output of Dolby and DTS-HD audio formats, 1080p scaling from SD DVDs, and 2-channel analog audio output.
Availability: October 2008
- **Reference Grade CX Series:** The three new CX Series products, including the Model **DRA-CX3** Stereo Receiver (SRP: \$1,200), **DCD CX3** SACD/CD Player (SRP: \$1,200), and **SC-CX303** 2-Channel Loudspeaker System (SRP: \$1,200) are all currently available. Created with audio specifications, style and details inspired by the company's legendary S-Series of Hi-Fi components, Denon's elegant new reference audio components are designed for the audiophile purist who harkens back with nostalgia to the heyday of two-channel stereo.

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.

*The upgrade will be available either on a promotional basis for purchases of certain Denon receiver products occurring within a designated time period, or for a \$100 fee for other purchasers.

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. Other than “Blu-ray”, 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.

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