

DENON

For Immediate Release

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DENON LAUNCHES “IN-COMMAND SERIES™” WEBSITE TO PROMOTE NEW LINE OF HOME THEATRE RECEIVERS THAT PUTS CONSUMERS “IN COMMAND AND CONTROL” OF ALL THEIR HOME ENTERTAINMENT

-- Entertaining, Information-Rich Microsite Will Help Retailers, Custom Integrators and Consumers Understand and Maximize All the Benefits of Denon’s IN-Command Receivers, Including Apple’s AirPlay® -

Mahwah, NJ, June 30, 2011 – Denon Electronics, one of the world’s premier manufacturers of highquality home entertainment components, today announced the launch of its new “IN-Command Series™” microsite (<http://usa.Denon.com/incommand>), serving the growing online Denon community with a comprehensive, entertaining and informative look at the company’s new line of IN-Command receivers. With Denon’s IN-Command receivers, including Models **AVR-2112CI** (SRP:\$649.99), **AVR-2312CI** (SRP:\$849.99) and **AVR-3312CI** (SRP:\$1099.99), consumers are finally “IN-Command” of *all* their content, components and entertainment environments so they can enjoy music, movies and games, with dramatically enhanced surround sound, plus interactive web access, multi-zone networking and more. The new microsite highlights Denon’s integration of AirPlay, a feature allowing users to stream their iTunes music from their iPad, iPhone, iPod touch, Mac or PC through select Denon components via Wi-Fi. Additionally, the site provides information on receiver features, where to buy, set up and pricing.

Landmark Product Introduction Deserves Dedicated Web Presence

Noted Jeff Talmadge, Director, Product Development & Systems Integration, Denon Electronics: “The introduction of our ‘IN-Command’ receivers is such a landmark occasion that we felt it deserved the creation of something very special and educational online. Our new microsite will help all our customers, from ‘newby’ consumers to the most sophisticated custom integrators, learn all about IN-Command, from initial set-up to maximum enjoyment of all their capabilities. Just as our IN-Command receivers were designed to do everything in the simplest and most straightforward ways possible, offering virtually every connection possibility required by today’s (and tomorrow’s) devices, their new dedicated microsite is intuitive, easy-to-use and fun – underscoring the fact that these receivers represent something fresh, exciting and completely different in home entertainment!”

Vaishali Benner, Director of Strategic Marketing, D&M Holdings, noted: “One of the main reasons we developed this microsite was to help provide a strong marketing foundation for the launch of our IN-Command receiver line. These receivers represent a new and exciting development in home entertainment, and Denon is doing everything we can to make sure

-- more --

consumers and the industry fully understand their breakthrough capabilities. With a dedicated site to spotlight the products in such a user-friendly, informative and beneficial way, we are looking forward to a tremendously positive reception for our IN-Command lineup!”

Advanced Networking, with AirPlay to “Give Your Home a Soundtrack”

Denon’s new IN-Command Series receivers were designed from the ground up to meet the needs of today’s “content-hungry” consumer, featuring advanced multi-zone networking capabilities, as well as maximum compatibility with iPad, iPhone and iPod touch and other home entertainment source components. Notably, with thanks to AirPlay, users can literally “give their home a soundtrack” by unleashing their iTunes music libraries whether from Mac or PC and streaming all their favorite iTunes songs, as well as music stored on their iPad, iPhone or iPod touch, to select components through their Wi-Fi enabled networks. Users do not even need to be in the same room as their components to play, pause, skip, and stop the songs in their iTunes libraries. They may even view iTunes music information, including album art, track titles, and artist info on iPad, iPhone and iPod touch or with their Denon components with video output.

In addition to AirPlay, the receivers also feature Direct Connectivity via USB for quick and simple integration into the larger home network. Adding to their advanced networking capabilities, Denon’s unique “Party Mode Plus” allows simultaneous music playback in up to five rooms when connected to compatible Denon party mode-compliant products.

Complementing the new IN-Command microsite, Denon’s social media initiatives include a Denon Facebook fan page, a dedicated YouTube page (youtube.com/denonusa) and an interactive Denon blog (usblog.denon.com). All Denon’s social media outlets are aimed at providing visitors with exciting new ways to learn about the company’s extensive product line, including an industry-leading lineup of audio/video receivers, Blu-ray players and headphones designed for discriminating home entertainment consumers.

Visitors Can Learn All About AirPlay, Installation, Quick Set-Up and More

In addition to complete product descriptions of all IN-Command receivers as well as a useful “Where to Buy” dealer locator, the microsite provides a variety of useful tools for custom integrators, retailers and consumers to learn how to maximize all the benefits of the breakthrough products. Notably, the site’s “Incredibly Well Connected” section describes how connectivity and technology combine in the IN-Command line, with a complete “Fully AirPlay Enabled” tutorial section that describes how AirPlay allows users to quickly and easily stream all their favorite iTunes music whether from Mac or PC, as well as music stored on their iPad, iPhone or iPod touch.

The “Installation without Intimidation” tab guides visitors through the new “Setup Wizard,” which helps users every step of the way to ensure their “out of the box” experience is as enjoyable and simple as possible. A special “Intuitive in Every Regard” tab describes how easily and intuitively users can control their IN-Command Series™ receiver from their Wi-Fi enabled iPod, iPhone or iPad anywhere within the footprint of their home’s wireless network. The “Indescribable Sound” tab describes how the receivers achieve their unmatched audio performance, with features like Dolby Pro Logic IIz decoding featuring Front, Height Effects Channels, providing a

dramatically enhanced audio experience.

For more information, visit <http://usa.denon.com>. For Denon 100th Anniversary and other news, visit <http://www.denon100.com> and <http://usblog.denon.com>.

**AirPlay requires iTunes 10.1 or later and iPhone 3GS, iPhone 4, iPod touch (2nd, 3rd or 4th generation), iPad and iPad 2 with iOS 4.2 or later. A home Wi-Fi network is required.*

***These services require a separate subscription and fee. A home network is required for networking functionality.*

About Denon Electronics

Denon celebrates its 100th Year Anniversary in 2011, carrying on its tradition of excellence with a renewed commitment to 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.

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