

DENON

DENON INTRODUCES ELEVEN NEW LIFESTYLE-ORIENTED HEADPHONES

-- New Lineup Includes Highly Differentiated Features and New Apps for iPhone & iPod Touch to Enhance Listening Experience --

MAHWAH, NJ, May 31, 2012 – Denon Electronics, a premier manufacturer of high-quality home and personal audio products, today announced eleven new additions to its headphone line. Designed and engineered from the ground up to meet the specific needs of several targeted consumer lifestyles, the new lineup incorporates 18 patent-pending designs and technologies developed by Denon®. “Denon has leveraged more than 100 years of experience in producing the best quality audio products, our aptitude for developing and incorporating new technologies, and our passion for listening to the end consumer to develop this highly differentiated headphone lineup centered around their individual needs,” commented Petro Shimonishi, D+M’s Senior Global Product Manager of Headphones. “The result is a best-in-class personal audio experience for the consumer. Simply put, our new models are engineered to Sound Like You, Move Like You, and Fit Like You, so you can Feel the Music like Never Before.”



Music Maniac, Artisan, AH-D7100



Music Maniac, AH-D6000

New Denon Headphones designed for Four Different Lifestyles / Use Cases

Denon’s new lifestyle-oriented lineup offers headphones designed for four different “lifestyles” or use cases. Denon’s new aptly named line of Music Maniac™ headphones is designed for the traditional audiophile with a focus on acoustic purity and audio quality. An additional lifestyle, which Denon calls Urban Raver™, features models targeted to the younger music enthusiast that listens to contemporary genres of music with a heavy emphasis on bass. Denon Globe Cruiser™ headphones are designed specifically with the needs of the frequent traveler in mind, while Denon



Urban Raver, AH-D6000

Exercise Freak™ headphones are designed for the fitness enthusiast. All new line additions will be available this summer.



Globe Cruiser, AH-NCW500SR



Globe Cruiser, AH-NCW500BK



Exercise Freak, AH-W150BU

Advanced Features throughout the new Denon Lineup:

Professional Audio Tuning by Denon Acoustic Engineers Focused on the Music Needs & Tastes of the End User:

Building on its history of delivering superior audio performance, Denon's engineers have professionally tuned each product to match the desires of the end user. Music Maniac models are tuned to a Flat EQ to provide an acoustically transparent audio performance preferred by traditional audiophiles. Exercise Freak models are tuned to provide a slightly accentuated bass curve for motivating workouts. Globe Cruiser headphones are tuned to provide superior audio and exceptional noise canceling for business travelers, so they can be productive on the go. Finally, Urban Raver models are professionally tuned to provide an explosive bass performance and enhanced treble (so users can hear the subtle rhythms of the high hat).

Integrated Microphones and Controls on all new models:

Denon's new lineup features integrated controls and microphones on all new models for control of the iPhone, iPad, and iPhone Touch.

Denon's Patent-pending Pentagonally-shaped Memory Foam Ear pads (All Over & On Ear models):

Designed to provide an extremely comfortable fit and minimize dead space within the ear pad, Denon's patent-pending pentagonally-shaped ear pads more closely represent the shape of the human ear.

Enhancing the Activity While Worn: Wired for Some Models / Bluetooth Wireless for others:

"Delivering on the promise of a best-in-class personal listening experience is much more than sound for some lifestyles – it's about enhancing the end user's mobility," commented Shimonishi. New models developed for frequent travelers and frequent exercisers include Bluetooth 3.0 wireless connectivity, while other models which are targeted around more conventional listening are wired but feature detachable cable connections.

Apps to Enhance the Listening Experience of Each Lifestyle:

Denon is proud to debut a suite of game-changing, lifestyle-specific apps, each of which was designed for unique headphone categories. Available now on the App Store, the Denon apps complement the new Denon headphones to deliver a unique experience.

- **Denon Audio App** – For use with the Music Maniac headphone, this app allows users to customize their EQ & EQ Presets to set music levels for optimum performance. The app features an integrated audio player for playback of all music stored on the iPhone or iPod touch, allows for instant playlist creation directly from the app and offers simple access to internet radio via TuneIn, which offers over 60,000 internet radio stations worldwide.
- **Denon Club App** - For use with the Urban Raver, this app allows users to easily update Facebook / Twitter statuses on music they like from the Urban Raver Community, look up lyrics to their favorite songs, share artist information, discover new artists and customize their EQ & EQ Presets, giving the user full power over their music.



Music Maniac, AH-C400



Urban Raver, AH-C300

- **Denon Travel App** - Specifically designed to maximize the travel experience when used with Denon Globe Cruiser Headphones, the app offers users easy access to their most frequently used travel apps.
- **Denon Sport App** - Created in conjunction with MapMyFITNESS, features GPS tracking for outdoor activities. With access to an online community via Facebook and Twitter users can easily share their workout progress with friends and track their fitness goals in a workout journal. The app even lets you map your location, how fast you're going and how long it should take to complete your run at your target pace!



Globe Cruiser, AH-W200



Exercise Freak, AH-W150YW

The Denon Audio, Club, Travel and Sports Apps are each available for \$.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

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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 Denon Headphones

With the same passion for quality and superior audio performance that it has applied for over 100 years, Denon develops and engineers each of its advanced headphone products from the ground up, providing users with a best-in-class listening experience to suit their lifestyle needs. To create its widely varied headphone family, Denon conducted intensive consumer focus groups, as well as a worldwide study of over 4,000 different ears. The result is a new type of headphone line that not only delivers a perfect fit but also differentiated feature sets, specialized design elements and groundbreaking integrated application suites to suit each individual lifestyle and listening preference. Simply put, Denon Headphones are engineered to Sound like you, Fit like you, and Move like you, so you can feel the music like never before.

About D+M Group

D+M Group is a global company dedicated to enhancing life through inspired sound solutions delivered anytime, anywhere. With a strong belief that "Performance is

everything,” D+M is focused on innovation to meet the needs of customers in an increasingly digital world. Serving the consumer, professional and automotive markets, D+M Group brands include Allen & Heath, Boston Acoustics[®], Calrec Audio, Denon[®], Denon DJ, Denon Professional, Marantz[®], Marantz Professional, McIntosh[®] Laboratory and Premium Sound Solutions. Headquartered in Mahwah, New Jersey, D+M Group has approximately 2,000 employees worldwide, with products and services marketed in more than 45 countries. D+M Group is a Bain Capital portfolio company.

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Press Contact:

Lauren Coombs

DBA Public Relations

lcoombs@dba-pr.com

212-388-1400

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