

# DENON

## DENON HEADPHONES FEATURED ON ELLEN'S 12 DAYS OF GIVING!

*-- Urban Raver and Exercise Freak Headphones Will Be Given Away to Audience Members Today on The Ellen DeGeneres Show --*

**MAHWAH, NJ, December 12, 2012** – Denon Electronics®, a premier manufacturer of high-quality home and personal audio products, today announced that two of its new high-performance headphones, the over-ear [Urban Raver™](#) and in-ear [Exercise Freak™](#) were selected to be featured on *The Ellen DeGeneres Show*, the number one syndicated talk show. Denon headphones were selected as gifts for today's audience on Day 8 of [Ellen's 12 Days of Giving](#), which airs through December 19<sup>th</sup>. Be sure to tune in TODAY to see Denon and check out the video here:

[www.youtube.com/user/TheEllenShow](http://www.youtube.com/user/TheEllenShow)

Petro Shimonishi, D+M's Senior Global Product Manager of Headphones noted, "We're thrilled that our headphones have been chosen by Ellen and her team for inclusion on such a popular segment. We've been getting such phenomenal feedback on our headphone line thus far and we're sure that the lucky audience members will enjoy both the booming bass music that Urban Ravers™ offer and the wireless, sweat-proof convenience for their workouts which Exercise Freaks™ provide."

All Denon Lifestyle-oriented headphones are designed to provide a best-in-class personal audio experience for the consumer, and all are engineered to Sound Like You, Move Like You, and Fit Like You, so you can Feel the Music like Never Before. Denon's lifestyle-oriented lineup offers headphones designed for four different use cases. The Urban Raver™ is targeted to the younger music enthusiast that listens to contemporary genres of music with a heavy



emphasis on bass. They are professionally tuned to provide enhanced bass and treble so users can hear the subtle rhythms of the high hat. Denon's Exercise Freak™ headphones are designed for the fitness enthusiast. Exercise Freak models are tuned to provide a slightly accentuated bass curve for motivating workouts.

To enhance the listening experience Denon designed specific smartphone applications for each lifestyle headphone category. Available now for Android and iOS platforms the Denon apps complement the Urban Raver™ and Exercise Freak™ headphones to deliver a unique experience.

- **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.
- **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!

For more information on Denon, visit <http://usa.denon.com>. Become a fan of Denon on Facebook at <http://www.facebook.com/denonusa> or follow Denon on Twitter at <http://twitter.com/denonus>.

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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<sup>®</sup>, Calrec Audio, Denon<sup>®</sup>, Denon DJ, Denon Professional, Marantz<sup>®</sup>, Marantz Professional and Premium Sound Solutions. 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.

### **DISCLAIMER**

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