



FOR IMMEDIATE RELEASE

**BOSTON ACOUSTICS REVAMPS WEB SITE, ADDING A HOST OF
INNOVATIVE FEATURES THAT REFLECT COMPANY'S
"PLAY SMART" ATTITUDE AND BRANDING INITIATIVE**

-- Consumer and Channel Partner Visitors Can Use Easy Interactive Tools to Explore and Discover the Boston Acoustics Products That Best Fit Their Needs --

Denver, CO, September 4, 2008 -- Boston Acoustics[®], Inc., world-renowned manufacturer of high-performance loudspeakers, has revamped its web site, making it more engaging, interactive, informative and fun. The colorful, new site (www.bostonacoustics.com) reflects Boston Acoustics' "Play Smart[™]" attitude and branding initiative, inviting visitors to explore the many different lifestyle options and innovative products offered by the company.

"Where Do You Want to Play?"

From its opening page, the new Boston Acoustics site is designed to involve visitors in a uniquely immersive, fun and customized experience. For example, visitors are posed the question: "Where Do You Want to Play?" They may then respond to choices including "living room," "bedroom," "home office," "kitchen," or "outdoors." Once they make their selection they're quickly transported to an area that spotlights different Boston Acoustics speakers and entertainment products geared toward that area of the home. To further tailor their search to suit their specific needs, users are asked to answer additional multiple choice questions such as "How big is your room?". "What will you play most often? (movies, TV, music or games)", and more.

The site allows visitors to explore the many lifestyle-oriented features and capabilities of Boston Acoustics' full range of products, including its broad line of installed speakers. Visitors can use the site to discover, for instance, how the new flagship **Vista Series** loudspeakers can help them add great sound and great looks to any room in house, how the innovative **Horizon i-DS² iPod[®] Speaker System** can expand and enhance iPod enjoyment, how the award-winning **SoundWare** speakers can bring new dimensions to both indoor and outdoor sound – and how with the **TVee Model Two Television Entertainment Enhancement System** it's quick and easy to add virtual cinema-like sound to any flat-panel TV. In addition, visitors can explore the company's new concept in customizable loudspeaker design, the **Personal Options Plan (P.O.P.)**, which allows users to tailor the look of many Boston Acoustics products to match personal style and décor choices using different colored customizable grilles.

Custom Integrator Friendly

Boston Acoustics' many professional custom integration customers will also find the new site to be a valuable and time-saving resource that can help them select the ideal products to suit their customers' needs. Detailed information about the company's many advanced in-wall

-more-

and in-ceiling speakers is prominent and easy to access, with detailed information about how they can be used to create customized systems for all indoor and outdoor applications. Included with the site's vast information reservoir is a user-friendly "Service & Support" section that provides Tech Support, as well as FAQ's, Product Manuals, Application Guides, and much more.

Phil Cohn, Boston Acoustics Senior Vice President of Sales and Marketing, noted: "Our new site is geared to satisfy the needs of both interested consumers, as well as our dedicated base of custom installers. To this end, we not only include a wide range of easy-to-navigate site features that engage visitors and encourage them to explore, but the rich information resource provides our channel partners with all the information they need to help grow their business with Boston Acoustics."

Boston Acoustics Sr. Vice President & General Manager Eli Harary, noted: "In redesigning our web site we made it a top priority to create a special kind of online destination that would really allow our customers to imagine how Boston Acoustics can fit into their lives and provide them with more enjoyment. Boston Acoustics today is not only about great sound – it's also about new ways to incorporate this great sound into your home and into your life, both indoors and outdoors. With its fun interactive features and easily browsed product information, our new site embodies the Boston Acoustics 'Play Smart' attitude and helps people gain a better and more personal understanding of our products and what we're all about."

About Boston Acoustics

Founded more than 25 years ago, Boston Acoustics is a world-renowned leader in high-performance loudspeakers, tabletop radios and advanced car audio systems. Today, the company's "Play Smart attitude is reflected in its hip-smart approach to product design, which allows customers to enjoy high-performance audio while expressing their personal style and tastes with an element of fun. For more information on the company's full range of advanced products, please visit www.BostonAcoustics.com.

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 "iPod" which is a registered trademark of Apple Inc., 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, ability to meet targeted product release dates, risks of litigation, technological changes, developing industry standards and other factors related to the company's businesses. The Company reserves all of its rights.

Media Contact:
DBA Public Relations
Alison Giella
212-388-1400
agiella@dba-pr.com