



# DENON

**FOR IMMEDIATE RELEASE**

## **Boston Acoustics® and Denon® Extend Major Holiday Season Cross-Promotion Until January 31**

*-- "Big Game. Big Sound. Big Savings" Bundle Promotion Offers Discounts Up to 25% on Combination Systems; Wide Range of Products Ensures Ideal System for All Needs and Budgets--*

**Peabody, MA and Mahwah, NJ, January 21** – Boston Acoustics, world-renowned manufacturer of high performance loudspeakers, and Denon Electronics, a premier manufacturer of high-quality home entertainment components, today announced the extension of their successful holiday season consumer cross-promotion until January 31, 2010. Denon and Boston Acoustics have renamed the promotion from its holiday season moniker to "**Big Game. Big Sound. Big Savings.**" in honor of professional football's upcoming annual showdown. The promotion gives Denon and Boston Acoustics dealers an opportunity to offer customers a wide range of complete home entertainment systems for specific needs and budgets, based on their in-store product assortment. In the two-tiered bundle promotion, retailers who carry both Denon and Boston Acoustics products may receive manufacturer incentives of up to 25% to pass along to customers who purchase any one of ten advanced Denon A/V receivers when combined with a select Denon Blu-ray disc player or select Boston Acoustics surround sound loudspeakers, or both. *For a complete list of eligible Denon and Boston Acoustics products, see below.*

### **Big Game Promotion Offers Great Home Theater Options and Savings for Everyone**

The *Big Game* cross-promotion offers a comprehensive range of Denon and Boston Acoustics products geared towards every lifestyle, need and budget, enabling consumers to find exactly the right products to complete and upgrade their home entertainment systems. The promotion offers two basic discount options. In the first option, dealers receive 25% savings to pass along to customers who purchase a participating Denon home theater A/V receiver in combination with both a Denon Blu-ray disc player and a Boston Acoustics 5.1 loudspeaker package. In option two, dealers receive 20% savings to pass along to customers who purchase a participating Denon home theater A/V receiver along with either a Denon Blu-ray disc player or a Boston Acoustics 5.1 surround sound loudspeaker package.

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### ***Big Game. Big Sound. Big Savings. Promotional Materials and More***

The attention-getting promotional materials for retailers feature the prominent tagline “Big Game. Big Sound. Big Savings.” highlighting the 20% and 25% savings available on Denon and Boston Acoustics combination systems. Denon and Boston Acoustics are supporting the campaign with a variety of creative electronic promotional materials, including animated web banners (gif format) in convenient sizes. The companies are also providing an outbound email template and print-resolution versions of the web banners for dealer use in circulars and other printed materials. The promotion is being advertised prominently on both the Boston Acoustics and Denon websites ([www.BostonAcoustics.com](http://www.BostonAcoustics.com), [www.usa.Denon.com](http://www.usa.Denon.com)) and supported with outreach to the owners’ clubs of both companies. A specially-created landing page explains the offer in full and features a list of participating Denon and Boston Acoustics dealers.

Phil Cohn, Senior VP of Sales and Marketing for Boston Acoustics and Denon, noted, “Thanks to the popularity and success of our holiday season promotion, we’re delighted to extend its benefits until January 31, giving even more retailers and consumers the opportunity to benefit from *Big Game* profits and savings, respectively. Following this summer’s successful *Coming to a Home Theatre Near You* campaign, our ensuing cross-promotions have significantly expanded the range of components from both Denon and Boston Acoustics available for discounts. These programs are our way of supporting our valued retail partners, and we’re looking forward to continually helping them increase sales and generate excitement.”

### **Eligible Denon and Boston Acoustics Products**

- **Denon** Home Theater Receivers models:  
AVR-590, AVR-890, AVR-790, AVR-990, AVR-1610, AVR-1910, AVR-2310CI, AVR-3310CI, AVR-4310CI., AVR-4810CI\*\*
- **Denon** Blu-ray player models:  
DBP-1610, DBP-2010CI, DBP- 4010UDCI.\*\*
- **Boston Acoustics** 6-speaker (5.1 surround sound) loudspeaker packages:  
SoundWare XS 5.1, Classic Series (including new CPS Wi wireless ready subwoofers), Reflection Series, all in-wall speakers, all in-ceiling speakers, P Series speakers, Bravo speakers.

*\* Please note that only the models listed above are eligible for the promotion. Purchase of products must be at the same time and on the same transaction.*

*\*\* Note: The Denon Receiver AVR-4810CI and the Denon Blu-ray disc player DBP-4010UDCI can only be purchased together or with an added Boston Acoustics 5.1 speaker system.*

**About Boston Acoustics**

Founded 30 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](http://www.BostonAcoustics.com).

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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. For more information on the company's full range of advanced products, please visit [www.usa.denon.com](http://www.usa.denon.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. 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](http://www.dm-holdings.com).

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**Media Contact:**

DBA Public Relations  
Lisa Cazzola  
212-388-1400  
[lcazzola@dba-pr.com](mailto:lcazzola@dba-pr.com)