

**For Immediate Release**

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**DENON PROVIDES HIGH-PERFORMANCE AUDIO QUALITY CONTROL PRODUCTS DURING NBC'S COVERAGE OF THE BEIJING OLYMPIC GAMES**

**-- Denon A/V Receivers and DVD Players enable Audio Quality Control during coverage of the Beijing Olympic Games, August 8-24, 2008 --**

**Mahwah, NJ, August 18, 2008** — Denon Electronics was selected to provide Audio Quality Control products to NBC Universal during NBC's coverage of the 2008 Olympic Games from Beijing, China August 8-24. The announcement was made today by Bob Dixon, Director Sound Design, NBC Olympics.

This marks the 5<sup>th</sup> straight Games in which NBC has relied on Denon® products to assist with its coverage efforts. As Bob Dixon noted: "During the Games in Beijing, China where NBC conducts Audio Quality Control, Denon has been there, just as they have with NBC since Sydney in 2000."

For the Beijing Olympic Games, Denon has provided NBC with one of its acclaimed flagship **AVR-5308** audio/video receivers, as well as a **DVD-1940** DVD player for use in the Executive Board Room. In addition, NBC is installing two Denon **AVR-2808** receivers and two **DVD-1940** DVD players in other meeting and work areas for use by NBC personnel. This is the 5th consecutive Olympics in which Denon has assisted NBC by supplying A/V receivers and DVD players for use in post-production monitoring of the Dolby Digital soundtracks produced at the events.

### **About NBC Olympics**

NBC, “America’s Olympic Network,” owns the exclusive U.S. media rights to the Olympic Games, television’s most powerful property, through 2012, which includes Beijing in 2008, Vancouver in 2010 and London in 2012. From August 8-24, 2008 NBC Universal will present an unprecedented 3,600 hours of coverage, highlighted by NBC in primetime with live swimming, gymnastics and beach volleyball. In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC’s HD affiliates—offered a then record 1,210 hours of Olympic coverage from Athens. For additional information, go to [NBCOlympics.com](http://NBCOlympics.com). Merging news, results and schedules with extensive video coverage and an unmatched depth of unique story telling content, [NBCOlympics.com](http://NBCOlympics.com) will be the Olympic fan’s hub for every aspect of the 2008 Beijing Games experience—from the most comprehensive TV schedules to learning how to connect to mobile, gaming, VOD and other digital destinations. [NBCOlympics.com](http://NBCOlympics.com) will provide approximately 2,200 hours of live event competition where users can choose from up to 20 concurrent streams encompassing 25 Olympic sports. In addition, the site will offer more than 3,000 hours of on-demand access to full-event replays and extensive highlights, including daily recaps of key events, best-of montages, commentator analysis and athlete-specific clips.

### **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 first 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](http://www.dm-holdings.com).

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