



# DENON

**FOR IMMEDIATE RELEASE**

## **Boston Acoustics and Denon Team Up for First-Ever Joint Consumer Bundle Cross-Promotion This Summer**

*-- Customers Who Buy Any Denon Receiver and Specified 5-Piece Boston Acoustics Speaker Packages  
Receive Steep Discounts or Even a Free Subwoofer --*

**Peabody, MA and Mahwah, NJ, June 30, 2009** – Boston Acoustics, world-renowned manufacturer of high performance loudspeakers, and Denon Electronics, a premier manufacturer of high-quality home entertainment components, today announced their first-ever joint consumer cross-promotion, scheduled for this summer. In the three-tiered bundle promotion, which will run from June 28<sup>th</sup> through August 9<sup>th</sup> 2009, retailers who carry both Denon and Boston Acoustics products can provide substantial savings to customers who purchase any Denon A/V receiver in combination with certain premium 5-piece Boston Acoustics surround sound loudspeaker packages (including the Classic Series, Classic Series Home Theater Package or VS Series). As part of the promotion, consumers who purchase a Denon receiver along with five Boston Acoustics Classic Series loudspeakers can receive either a free Boston Acoustics Classic Series Sub10 subwoofer or significant savings off their order, depending on which of three package offers they purchase.\*

### ***Coming to a Home Theatre Near You Campaign Provides Retailers with Summer Blockbusters***

The attention-getting movie-themed summer campaign, featuring the tagline “*Coming to a Home Theatre Near You*” will be advertised prominently on both the Boston Acoustics and Denon websites ([www.BostonAcoustics.com](http://www.BostonAcoustics.com), [www.Denon.com](http://www.Denon.com)) and supported with an outreach to the owner’s clubs of both companies. In addition, a specially created landing page will explain the offer in full and feature a list of participating Denon and Boston Acoustics dealers.

Joe Stinziano, Senior VP of Sales and Marketing for Boston Acoustics, noted, “this first-ever Boston Acoustics-Denon cross-promotion is our way of supporting our valued retail partners this summer by offering an easy and effective way for them to attach premium Boston Acoustics loudspeaker sales to Denon A/V receivers. Retailers can provide exciting and affordable solutions to their customers for

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dramatically upgrading their home entertainment systems. Both Denon and Boston Acoustics products separately offer tremendous performance. Together, they offer an unrivaled home theater experience. This cross-promotion gives our retailers a powerful opportunity to tell that story this summer – and generate sales.”

### ***A Bundle for Everyone: Three Offers Geared Toward Different Customer Needs***

For maximum consumer appeal and retail sales flexibility, the Boston Acoustics-Denon cross-promotion provides retailers with three separate offers for their customers, each tailored to specific customer tastes and home entertainment needs. They include:

- **Promotion 1 – Classic Series (Free Subwoofer):** Discriminating consumers who want to experience Boston Acoustics’ high-quality, high-performance Classic Series, with all the power and sonic impact of a world-class subwoofer, will find this offer appealing. Customers who purchase any Denon receiver along with any five Classic Series speakers at participating retailers can receive a Classic Series Sub10 subwoofer for *free!*
- **Promotion 2 - CS2310 Home Theater Speaker Package (\$250 Sub Discount):** Customers looking for all-in-one convenience combined with high-quality surround sound can opt for this offer. Those that purchase any Denon receiver in combination with a Boston Acoustics CS2310 5-piece Home Theater Speaker Package from participating retailers will save \$250 on the Boston Acoustics CS2310 package.
- **Promotion 3 – VS Series (50% Off VPS 210 Subwoofer):** This offer features Boston Acoustics’ new elegantly styled high-performance flagship VS Series loudspeakers. Customers who purchase any Denon receiver, along with any five Boston Acoustics VS Series speakers at participating retailers, may receive a Boston Acoustics VPS 210 subwoofer for 50% off the retail price.

### **Creative Movie-Themed Campaign Materials**

The companies will support the high-impact summer campaign with a variety of creative movie-themed electronic promotional materials, including animated *Coming Soon to a Home Theatre Near You* styled web banners (gif format) in convenient sizes. The companies will also provide an outbound email template and print-resolution versions of the web banners for dealer use in circulars and other printed materials.

*\*Customers MUST purchase only those eligible models that are in this program. Purchase of products must be at the same time on the same transaction.*

**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).

**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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