



***SHOW THE WORLD YOU MAKE NO COMPROMISES WHEN IT COMES TO MUSIC!***

**MOBILE “MCINTOSH STYLE” EXPERIENCE  
NOW AVAILABLE AT iTunes STORE**

*-- New **AP1 Audio Player iPhone/iPad App** Offers iPhone/iPad Music Playback/Control Within McIntosh® Home Entertainment Environment; Iconic “McIntosh Blue” LED Watt Meter Backdrop --*

**Las Vegas, NV, January 6, 2011** – McIntosh Laboratory, a global leader in home entertainment systems that has defined the highest quality in sound reproduction for over 60 years, is offering iPhone and iPad users the opportunity to enjoy an iconic McIntosh experience anywhere and anytime with its new **AP1 Audio Player iPhone/iPad App**, available now for downloading at the iTunes Store (<http://www.apple.com/itunes/whats-on/>.)

Designed to envelop McIntosh fans in a portable aura of the company that defines the “platinum standard” in upscale audio, the AP1 Audio Player offers virtually all features of the existing iPod App, while tailoring the portable playback/control experience for the unique McIntosh style. With the new App, iPhone and iPad users will now be able to select tracks, artists, play lists and albums as well as control the volume of the music, with all controls fully customized and consistent with McIntosh styling and functionality.



*The McIntosh App  
on the iPhone*

**Renowned McIntosh Blue “Meter Display Mode”: Hallmark of Audio Excellence**

Notably, when not used as a controller, the AP1 will default to a McIntosh “Meter Display Mode” and act as a live meter display for the music in effect, providing users with a backdrop consistent with the iconic “McIntosh Blue” LED watt meter – a recognized hallmark of audio excellence. The App will function independent of any external hardware (i.e. Dock) and allow a portable McIntosh experience for all iPhone and iPad users. When used with an iPod Dock (of any make or model) the App serves as a virtual McIntosh display, reflecting the company’s renowned brand, style and experience.

McIntosh President Charlie Randall noted: “McIntosh customers have always been a breed apart when it comes to their quest for ultimate quality in their music listening – these are people who care deeply about music quality, reliability, and of course the legendary McIntosh style. The introduction of our customized

API Audio Player iPhone/iPod App reflects McIntosh's commitment to providing our customers with the latest, most up-to-date benefits and capabilities of today's 'digital age,' while retaining the excellence and functionality that has always defined the McIntosh experience. Best of all, it lets iPhone and iPad users literally wear their love for McIntosh on their sleeve!"



*The McIntosh App on the iPad*

### **About McIntosh Laboratory**

Since 1949, McIntosh Laboratory's unwavering commitment to excellence, innovation and quality continues to define the state-of-the-art in high fidelity and provide discriminating consumers around the world an elevated home entertainment experience. McIntosh high-performance audio and video products are handcrafted in Binghamton NY. Its products reflect unmatched levels of performance, superlative engineering and hand craftsmanship. Built to last for decades, McIntosh components demand nothing less than an equal level of commitment to customer support and service. All product and brand names with a trademark symbol are trademarks or registered trademarks of McIntosh Laboratory, Inc. McIntosh Laboratory, Inc. is a D&M Holdings company. For more information visit [www.mcintoshlabs.com](http://www.mcintoshlabs.com), or join us on Facebook: [www.facebook.com/mcintoshlabs](http://www.facebook.com/mcintoshlabs).

### **DISCLAIMER**

*Statements in this news release that are not statements of historical fact 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, risks of litigation, technological changes, developing industry standards and other factors related to the company's businesses. The Company reserves all of its rights.*

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