

DENON

For Immediate Release

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**DENON LAUNCHES A VARIETY OF INFORMATION-RICH SOCIAL MEDIA INITIATIVES
INCLUDING “LEGACY OF FIRSTS” MICROSITE
TO CELEBRATE UPCOMING 100TH ANNIVERSARY**

*-- YouTube Videos, New Facebook Page, Interactive Denon Blog and More Offer Visitors
Exciting New Ways to Interact with Denon --*

Mahwah, NJ, July 15, 2010 – Denon Electronics, one of the world’s premier manufacturers of high-quality home entertainment components, is serving a growing online “Denon community” with a series of informational social media initiatives that are providing home entertainment enthusiasts, the consumer electronics industry and members of the media with quick and easy access to regularly updated company and product news, including Denon’s upcoming 100th Anniversary, and more platforms than ever before to communicate with the company itself and among each other.

Denon’s social media initiatives include a [Denon Facebook fan page](#), a dedicated [YouTube page](#) (youtube.com/denonusa) and an interactive [Denon blog](#) (usblog.denon.com). All three social media outlets provide visitors with exciting new ways to learn about the company’s extensive product line for 2010, including an industry-leading lineup of audio/video receivers, Blu-ray players and headphones designed for discriminating home entertainment consumers. Visitors can also learn about Denon’s company history, corporate philosophy plans for the future and more.

As part of its new online initiative, Denon is also launching an informative “[Legacy of Firsts](#)” microsite (www.denon100.com), providing home entertainment enthusiasts with a window on the company’s storied past and a visionary glimpse of the future, plus a running digital countdown of the days until Denon’s official 100th anniversary on October 1, 2010. Most

-- more --

prominent on the new Denon “Legacy of Firsts” microsite is a visual recap of Denon’s first 100 years, offered in a colorful and graphically-engaging “timeline” scenario. Visitors can learn about such groundbreaking “Denon Firsts” as the 1939 introduction of the first professional use disc recorder, the first PCM recorder (the basis of today’s CD format) in 1970 and the first consumer-use CD player in 1982, as well as the first dual CD player for DJs with seamless looping and onboard sampler in 1993 and the first Universal DVD/CD player in 2009. The site also features background about the company’s current leaders and key innovators, plus an [interactive opportunity](#) to receive early news about the upcoming launch of Denon’s highly anticipated “100th Anniversary” product series.

Jeff Talmadge, Director, Product Development & Systems Integration, Denon Electronics, noted: “This year Denon is introducing a comprehensive range of new home entertainment products that set new standards in advanced features, ease-of-use, style and flexibility. As we celebrate these achievements and look back on our first 100 years, we are also looking forward to a future in which not only will we continue to create leading-edge home entertainment products and technologies, but also communicate on a closer and more meaningful basis with our discriminating consumers, retail partners and anyone interested in learning the ‘how, why, when and where’ of Denon. With our Facebook page, blog and YouTube videos, we are providing easy new ways to keep in touch with us on a daily basis, and the story told in our ‘Legacy of Firsts’ microsite provides insight into how Denon has constantly strived to find new ways to enhance and enrich the entertainment experience.”

For more information, visit <http://usa.denon.com>. For Denon 100th Anniversary and other news, visit <http://www.denon100.com> and <http://usblog.denon.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.

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.

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