

# D&M Professional

## For Immediate Release

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## **DENON DJ TEAMS UP WITH THE AMERICAN DISC JOCKEY ASSOCIATION (ADJA) TO BENEFIT WORKING DJS**

*— Denon Becomes the “Official” DJ Playback Brand to the ADJA; ADJA is “Official” DJ Association of Denon DJ --*

**Itasca, IL, September 28, 2007** —Denon DJ, a leading manufacturer of reliable, premium-grade DJ equipment, today announced an exclusive partnership with the American Disc Jockey Association (ADJA). The alliance is designed to benefit working DJs with targeted informational and educational outreach activities, including a new level of communication that will reach out to many thousands of DJs who don’t regularly participate in industry conferences and educational events.

As the “official” DJ playback brand to the ADJA, Denon DJ will enjoy access to the Association’s large member base and will be able to reach out to them with product news and educational materials via e-mail and other communications channels. Conversely, as the official DJ Association of Denon DJ, the ADJA will be able to utilize Denon DJ’s resources to communicate with working DJs around the country, keeping them up to date on Association news, events and activities. As part of the partnership between Denon DJ and the ADJA, for example, Denon has agreed to distribute ADJA literature and educational materials in its factory cartons.

Denon DJ Brand Manager Silvio Zeppieri stated: “Denon DJ is committed to helping out working DJs in every way we can, including not only providing them with the advanced tools they need to succeed, but helping facilitate education, communication and networking within the industry. We have worked closely and cooperated with the ADJA for years in a variety of

industry events and activities, and with this new official alliance we look forward to helping reach out to more DJs than ever before, helping our industry grow and prosper.”

Noted ADJA President Dr. Drax: “This represents the culmination of a lot of work for our two companies. It is a major opportunity to reach more DJs than at any time in the ADJA’s history. The idea that Denon DJ gear will ship with ADJA literature inside is exciting as it will help more DJs build and grow their business!”

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### **About D&M Professional**

D&M Professional, parent company of Denon Professional, Marantz Professional and Denon DJ, manufactures and distributes a reliable line of professional audio and video equipment for the broadcast, commercial, corporate, DJ, education, government, audio/visual, education, houses of worship, security, and related industries.

**Visit D&M Professional at [www.d-mpro.com](http://www.d-mpro.com).**

**Or Denon DJ at: [www.denondj.com](http://www.denondj.com)**

### **About D&M Holdings Inc.**

D&M Holdings Inc. (TSE II: 6735) is based in Tokyo and owns the Denon, Marantz, McIntosh Laboratory, Boston Acoustics®, Snell Acoustics, D&M Professional, Denon DJ, ReplayTV® and Escient® brands. Denon, Marantz, McIntosh and D&M Professional are global industry leaders in the specialist home theater, audio/video consumer electronics or professional audio markets, with a strong and long-standing heritage of manufacturing and marketing high-performance audio and video components. Boston Acoustics, with its signature The Boston Sound,™ is a leader in premium loudspeakers for home and audio markets. Snell is a super premium speaker brand. The ReplayTV and Escient brands represent award-winning technologies in digital home entertainment. Additional information is available at [www.dm-holdings.com](http://www.dm-holdings.com).

### **About the American Disk Jockey Association**

The ADJA is an association of professional mobile entertainers. The mission of the American Disc Jockey Association is to encourage success for its members through continuous education, camaraderie, and networking. We believe that through involvement in this professional organization, DJ's achieve more as a group than they can individually. The American Disc Jockey Association is an organization of professional Disc Jockeys.

### **DISCLAIMER**

*Statements in this news release that are not statements of historical fact may 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, ability to meet targeted product launch dates, risks of litigation, technological changes, developing industry standards and other factors related to the company's businesses. The actions referred to in this press release are not an admission or acknowledgement of any claim or allegation. The Company reserves all of its rights.*

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