

MBL Akustikgeräte GmbH & Co. KG, Berlin

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unique high end audio

Press Release – For Immediate Release

MBL assumes direct control of all brand activities in North America

Berlin-based High-end audio specialist MBL *Akustikgeräte* is pleased to announce the formation of a new subsidiary, MBL North America, Inc., which will directly control all MBL brand activities for the North American markets of the United States, Canada, and Mexico. Since all North American authorized distribution agreements ended in December 2010, MBL Germany strategically seized the opportunity to assume express control, thereby ensuring that the company's objectives and philosophy will be consistently pursued in North America. It is MBL North America's declared objective to nurture a strong network of authorized dealers who focus on intensive customer care and highlight MBL's extensive product offerings. A major advertising campaign to support the launch will appear in specialist Hi-fi magazines and on the Web. A full program of product reviews and Hi-fi show exhibitions is planned for 2011/2012. Supply to and support of authorized dealers in North America will be handled through the New York City office, which will also handle all PR and technical service, complete with stock management and the processing of all warranty claims. Operational leadership will be provided by industry-veteran Jeremy Bryan, who will serve as MBL North America's President & CEO. Mr. Bryan said, "I look forward to working closely with Christian Hermeling, MBL Germany's Owner & CEO, and the entire staff at MBL Germany to make sure that *all* levels of service pertaining to MBL products in North America are delivered in a way that is commensurate with the exceptional performance of the MBL products themselves." Mr. Hermeling said, "MBL Germany will do anything possible to fully support our endeavors in North America, as well as the rest of our markets around the world. I am confident that Mr. Bryan will lead MBL North America on the right path from here forward." Further details are available at www.mbl-northamerica.com

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