



INNOVATORS IN SOUND

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PRESS INFORMATION

For Immediate Attention

KEF Qualifies in Top 500 Cool Brands Selection!

The KEF brand proudly takes its place amongst the nation's top 500 coolest brands in the official '**CoolBrands**' annual insight - see attached list of winners and qualifiers! This is a tremendous honour for KEF and is the result of the company's huge investment and subsequent success in developing award-winning high-performance products with outstanding looks.

Each year just 500 **CoolBrands** are chosen by the Expert Council and members of the British public. Brands do not pay or apply to be considered. The entire selection process is independently administered by The Centre for Brand Analysis. For more on the selection process see attached or go to: <http://www.coolbrands.uk.com/>

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NO EMBARGO

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