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PRESS INFORMATION

For Immediate Attention

KEF INTRODUCES NEW 'EASY FIT' Ci80.2QR CUSTOM INSTALLATION SPEAKER

KEF has announced the introduction of the Ci80.2QR custom installation speaker, a neat new upgraded version of the company's highly successful and much-admired Ci80QR in-ceiling model.

The Ci80.2QR has new, improved, spring clips and a new thin plastic shield is included with the speaker, to assist in simple, quick installation. In addition, the flat trim is being increased in size by 2mm. This will make the diameter of the speaker 4mm larger than the Ci80QR.

These important changes will not only make the Ci80.2QR easier to install, but will also minimize the risk of damage to the ceiling during the installation. The cut-out hole size will not change from the existing Ci80QR.

The Ci80.2QR has the same – arguably better – solid sonic performance as the Ci80QR, but its more simple and effective installation properties and smart cosmetic finish, with the larger trim, are set to seal it as another sure-fire winner from KEF's popular Ci range of custom installation speakers.

The upgraded KEF Ci80.2QR is available now and has no price change with an SRP of £89.99 each

RELEASE ENDS Andy Giles Associates Ltd 2009

Visit: <http://www.kef.com> for more about KEF.

KEF Marketing Contact

Becky Reader at becky.reader@kef.com

KEF's UK Media Contacts

Andy Giles at andy@andygilesassociates.co.uk

Henry Griffiths at henry@andygilesassociates.co.uk

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