



INNOVATORS IN SOUND

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PRESS INFORMATION For Immediate Attention

KEF KHT3005SE RETURNS TO AWARD-WINNING VALUE STATUS IN CLUSTER OF DRAMATIC KHT SERIES PRICE-REDUCTIONS!

KEF is delighted to announce that as from Monday 9th November the retail prices of much of the highly acclaimed core home-cinema KHT Series are to be reduced – bringing a cracking early Christmas present to all KEF customers!

Changes and improvements in the global economic climate have made it possible for KEF to pass on price reductions to certain products within its line-up and these include the following KHT systems:

KHT3005SE - NOW £999.99 – WAS £1199.99

KHT3005SE-W - NOW £1099.99 - WAS £1299.99

KHT5005.2 - NOW £1299.99 – WAS £1499.99

KHT7005 - NOW £799.99 – WAS £899.99

KHT8005 - NOW £999.99 – WAS £1099.99

KEF Audio's UK Sales Manager Nick Bryant commented 'We always listen to consumer feedback and try to be proactive in changing market conditions. With the exchange rates continuing to stabilise, we now have the opportunity to pass on a significant reduction on the suggested retail price on some of KEF's most popular KHT products. The great thing is that these price reductions will be effective from 9th November - in time for Christmas!'

The reduction in the cost of the KHT3005SE – back to its original £999.99 – means that the multi-award winning 5.1 system is now unrivalled at its price.

RELEASE ENDS/NO EMBARGO

Dated: 9th November 2009

Visit: <http://www2.kef.com/gb> for more about KEF.

Visit: <http://www.kef.com/GB/SurroundSound/KHT> for more about the KEF KHT line-up.

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All information provided is subject to change without notice. All prices quoted are recommended retail and include VAT.