



PRESS INFORMATION

For Immediate Attention

KEF FORMS TECHNICAL PARTNERSHIP WITH PRODRIVE – MOTORSPORT AND AUTOMOTIVE TECHNOLOGY LEADERS

HIGH END® 2009: May 21 to 24, Munich – KEF is delighted to announce that it has become a Technical Partner with Prodrive, one of the world's leading motorsport and automotive technology businesses, with operations in the UK, China and Australia. The agreement will continue for the whole of the remainder 2009 and gives KEF the right to use the Prodrive Official Partner logo in marketing and publicity materials.

The mutually beneficial partnership arrangement will, amongst other things, see Prodrive assisting KEF's engineers with innovative carbon fibre speaker cabinet technology while, for its part, KEF will supply Prodrive with quality audio components for installation and future use at the Prodrive UK facility.

'All of us at KEF are thrilled to be working alongside a company such as Prodrive', commented KEF's UK Managing Director, Steve Halsall, 'They suit our quality profile, particularly as they are currently running the Aston Martin Racing team in the Le Mans Series. We have been working on some highly innovate loudspeaker concepts and see the link with Prodrive as an exciting

way to extend awareness of our technology to the appropriate high-end consumer'.

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

Visit: <http://www.prodrive.com> for more about Prodrive.

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All information provided is subject to change without notice.