

FOR IMMEDIATE RELEASE

LE LOROUX-BOTTEREAU, France & RISSKOV, Denmark, 2nd March 2016 - Audio Distribution Group and Filling Distribution announce strategic distribution alliance

We are pleased to announce that Audio Distribution Group and Filling Distribution have entered into an exclusive strategic partnership, teaming up to create an even stronger and unique Pan-European distribution platform.

Based in France, Filling Distribution has long been established as one of Europe's premium distributors for effects pedals and guitar related products, including great pedal brands such as Earthquaker Devices, Providence and Maxon to name but a few.

Audio Distribution Group, based in Denmark and founded in 2015 with an experienced team of established MI and Pro Audio professionals, is a Pan-European distributor of multiple brands, including Aston Microphones and Dynaudio PRO Studio Monitors.

Combining the strength of both company's current brand portfolios, market strategies, industry know-how and experience in all key European territories, creates a partnership that opens the door to many new opportunities for both organisations, across the continent.

Audio Distribution Group and Filling Distribution will seek to initially align their combined product offering across Europe, with each company selling the other's brands and products on their behalf, in designated territories.

The aim of this strategy is to enable both companies to strengthen considerably, in line with a joint desire to develop a true Pan-European single market approach, while at the same time growing and reinforcing important specialist local market expertise.

For Filling Distribution, Founder Julien Carlier commented "In early 2015, when Nicolas and I started to think about the strategy that we wanted to set up in order to better develop our operations in Europe, we never imagined being able to establish such an effective, experienced and immediately efficient alliance with Bruce and Steve at ADG. Our joint strengths are now fully optimised on every level and the timing is perfect, so 2016 promises to be huge!"

Steve Russell (ADG CEO) said, "We at Audio Distribution Group are extremely excited to be entering into this partnership with Filling Distribution. Having known the founders Julien and Nicolas for quite some time, I am very confident that this new enterprise will prove to be a great asset to both companies and our brand partners, in terms of market reach and agility."

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For more information, please get in touch with the ADG and Filling PR teams at:
pr@audiodistributiongroup.com +44 7979 692 266 (Bruce Davidson)
contact@fillingdistribution.com +33 9 5199 3199 (Nicolas Bollier)

Audio Distribution Group: audiodistributiongroup.com
Filling Distribution: fillingdistribution.com