

FOR IMMEDIATE RELEASE

Introducing Audio Distribution Group

Aarhus, Denmark, November 18th, 2015 -

A newly founded company, Audio Distribution Group is announced as European distributor for Dynaudio PRO studio monitors and Aston Microphones.

Three partners (Bruce Davidson, Steve Russell and Peter Bager) have founded Audio Distribution Group ApS. Drawing on their significant previous experience in many facets of the industry, all three partners have a clear vision for the new company.

With a rapidly changing marketplace in Europe for both MI and Professional products, it has become evident that manufacturers and retailers require a more efficient flow of communication and harmonised distribution conditions across European territories. To this extent, the founders believe that their concept behind Audio Distribution Group makes perfect sense as sales structures, marketing campaigns and other related activities can be streamlined in such a way as to ensure the best possible customer experience for all parties across the continent and from a single source.

The first two brands that Audio Distribution Group has confirmed for distribution are Dynaudio Pro and Aston Microphones.

Chief Executive Officer Steve Russell (former VP of International MI Sales for TC Group) said *"We are extremely proud to have both Dynaudio Professional and Aston Microphones as a part of our initial brand offering to the market. Our new company also has plans in place to expand significantly over the course of the coming years. There is an excellent team of people on board and many things set in motion (including some surprises) to deliver the best possible customer experience for not only our dealer network, but also for our professional users and consumers in 2016."*

While Chief Operations Officer Bruce Davidson (TC Group's former International Partner Marketing Manager) commented *"Previously, brands have had the option of either developing their own distribution model as a part of their business or choosing a mix of distributors who either covered one or a standard mix of countries. We offer our brands an effective, efficient and reliable route to market in the EU and will therefore seek to provide additional value to the standard distribution model, building strategic partnerships with all our associated brands, professionals, artists and key retailers across Europe. I am extremely excited to help get this new venture off the ground in such a short space of time."*

Peter Bager adds his skill set to the ADG management team as Chairman of the Board. Peter's experience is wide ranging, including a prior spell as CEO of TC Group International and current board memberships of several companies across multiple sectors.

For Dynaudio PRO Ole Jensen, VP of PRO Sales stated *"I am very happy to embark on our partnership with Audio Distribution Group for distribution of Dynaudio PRO studio monitors in the vast majority of European territories. The ADG team is a very experienced and focused one, with an incredible knowledge of the European marketplace. I am therefore confident that ADG's distribution skills, allied with Dynaudio's commitment to continuously develop new leading technology in premium sound reproduction, will be a winning combination."*

James Young, Managing Director for Aston Microphones added *"I'm really pleased that we'll be working with Bruce, Steve and their team at ADG with Aston Microphones. Quite honestly, if I had written a wish list of attributes for a European distribution partner, they would have ticked every box and started adding ones I hadn't even thought of."*

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For more information, please get in touch with the PR team at:

pr@audiodistributiongroup.com

Audio Distribution Group: audiodistributiongroup.com

Dynaudio PRO: dynaudio.com

Aston Microphones: astonmics.com