



**FOR IMMEDIATE RELEASE**

## **Boston Acoustics Launches Online Training Program for Retailers**

**Peabody, MA, January 7, 2008** -- Boston Acoustics, Inc., a world-renowned manufacturer of high-performance loudspeakers and entertainment products, today announced the launch of an innovative high-impact online training program for retailers. The program is available to all Boston Acoustics authorized dealers and distributors and offers convenient "anytime, anywhere" computer access to informative training sessions. Retailers can use the online program to learn all about Boston Acoustics' new "Play Smart™" branding initiative as well as receive valuable sales training in a variety of new products, including the company's new **Horizon Series** loudspeakers and compact 5.1-Channel speaker systems, award-winning **SoundWare** indoor/outdoor speakers, one-of-a-kind **TVEE Model Two Television Entertainment Enhancement System**, and the company's new concept in customizable loudspeaker design called the **Boston Personal Options Plan (P.O.P.)**.

The Boston Acoustics online training program utilizes Adobe Flash and is divided into separate learning sections, or "modules," each also available as a PDF for off line review. In addition to the Brand Story module, which helps familiarize participants with both the history and exciting new "Play Smart" direction of Boston Acoustics, training covers all of the key technologies found in each product category. There are also suggested applications and installation guides for each product. For instance, the training covers in detail the new TVEE Model Two Television Entertainment Enhancement, including hook-up and recommended usage.

To make it easy and convenient for retailers, participants can use the online training program to learn at their own pace. They may enter, leave, and re-enter the training whenever they want, and may take as much time as they need to complete the training. To add to its effectiveness, each training module includes a series of quizzes. Once all the training is completed and all the quizzes have been passed, participants will receive a training certificate number and will be eligible for a variety of attractive incentives.

Jeffrey N. Cowan, Vice President of Training Development, D&M Holdings, N.A. noted, "Boston Acoustics is embarking on an exciting new chapter in the company's long and storied history, including the most wide-ranging and extensive new product introduction it has ever undertaken. We thought it was critical that accurate, in-depth, and accessible product information reach our dealers as quickly as possible. Although we are still committed to in-person training, on-line training allows us to reach the most number of people in the shortest amount of time."

**Incentives for Participation**

Boston Acoustics is encouraging participation of its valued retail partners in the online training with a variety of attractive incentives for those who complete the program, including enhanced accommodation pricing for Boston Acoustics products, as well as automatic entry into both a monthly drawing for three TVee Model Two Television Entertainment Enhancement Systems, and entry into a quarterly drawing for a \$1,000 on-line gift certificate for Boston products of the winner's choice. Boston Acoustics plans on expanding the online training program to include its aftermarket car products and custom installation products in the first quarter of 2008.

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**About Boston Acoustics**

Founded more than 25 years ago, Boston Acoustics is a world-renowned leader in high-performance loudspeakers, tabletop radios and advanced car audio systems. Today, the company's "Play Smart™" attitude is reflected in its hip-smart approach to product design, which allows customers to enjoy high-performance audio while expressing their personal style and tastes with an element of fun. For more information on the company's full range of advanced products, please visit [www.BostonAcoustics.com](http://www.BostonAcoustics.com).

**About D&M Holdings Inc.**

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon®, Marantz®, McIntosh® Laboratory, Boston Acoustics®, Snell Acoustics, Escent®, Calrec Audio, Denon DJ, D&M Professional and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information visit [www.dm-holdings.com](http://www.dm-holdings.com).

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