

DENON

For Immediate Release

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DENON OFFERS INNOVATIVE ONLINE TRAINING PROGRAM FOR RETAILERS

-- Convenient Online Programs Offers Training in Denon Brand Story, Plus In-Depth Tutoring on Product Features and Capabilities, with Valuable Incentives for Completion ---

Mahwah, NJ – January 7, 2008 —Denon Electronics, one of the world’s premier manufacturers of high-quality, home entertainment components, today announced the launch of an innovative and information-packed online training program for dealers. The program, open to all Denon authorized dealers, distributors, installers and their employees. Access is via URL, available from Denon sales representatives. Retailers can use the online program to learn all about Denon’s overall brand position and strategy, including its emphasis on “Boundless Home Entertainment,” and advanced A/V connectivity. It also contains valuable sales training in the features and capabilities of the company’s new products, including entry-level and custom-integration focused (CI) A/V receivers, DVD players and more. Throughout the product training sessions, the focus is on helping retailers gain a complete working understanding of Denon products, with the goal of encouraging profit-generating “top down” selling techniques.

The Denon 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 Denon’s history and vision for the future, training covers all of the key technologies found in each product category. There are training guides for each product with in-depth explanations of some of the latest features and technologies found in Denon products, including HDMI 1.3, analog and digital video up-conversion, scaling, and multi-room capabilities.

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, "In today's fast-paced retail environment, with all the new and evolving technologies found in today's A/V receivers and DVD players, we wanted to provide our dealers a way to learn about Denon at their own pace. Although we hope to increase sales of our products as a result, we believe that all brands benefit from helping our salespeople better understand what makes today's new products tick. One of the biggest challenges we face as manufacturers is to make it easier for salespeople to explain this somewhat daunting array of technologies to consumers; we hope this on-line training will help in this regard. For the record, Denon will continue to make in-person training available to as many of our dealers as possible. On-line training is a supplement to in-person training, not a replacement for it."

Incentives for Participation

Denon 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 Denon products, as well as automatic entry into both a monthly drawing for three Denon S-32 audio systems, and entry into a quarterly drawing for a \$1,000 on-line gift certificate for Denon products of the winner's choice.

About Denon Electronics

Denon is a world leader in the manufacture of the highest quality home theater, audio and software products. Denon is recognized internationally for innovative and groundbreaking products and has a long history of technical innovations, including the development and first commercialization of PCM digital audio. Denon Electronics is owned by D&M Holdings Inc.

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, Escient®, 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.

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