

Snell

For Immediate Release

Press Contact:

Ron Burgess
DBA Public Relations
rburgess@dba-pr.com
(212) 388-1400

SNELL TO SHOWCASE REFERENCE TOWER A7 LOUDSPEAKER IN LAS VEGAS

-- First in Snell's "Illusion Series," A7 Tower Boasts Innovations in Cabinet and Driver Design, New Level of Sonic Accuracy, Spatial Realism and More --

PEABODY, MA, January 8, 2007 – Snell Acoustics, one of the world's leading manufacturers of custom handcrafted loudspeakers with a high-performance edge, will showcase its forthcoming **Reference Tower A7** (SRP: \$30,000) loudspeaker in Las Vegas. The A7 Tower is the latest expression of Snell's continuously evolving line of high-performance speakers, combining the singular Snell legacy with the most sophisticated current-day technologies, expertise, and finite-systems analysis. Legendary designer Joe D'Appolito, whose name is synonymous with the paired-vertical array widely accepted as the ideal arrangement of dynamic transducers, directed its creation.

Noted Bob Gaffy, Snell Vice President: "The Reference Tower A7 was created from the ground up to combine superior sonic accuracy and esthetic appeal, and offer these benefits to Snell customers at prices they could afford. The A7 represents the pinnacle of achievement loudspeaker design, with the best drivers from a world-class manufacturer, plus the very latest advances in dynamic driver design. It is ideal for custom installations, and features the best of wood and metal trim that can be customized at our factory to fit in with a wide range of decorating styles."

Reference Tower A7: First in Snell's "Illusion Series"

Conceived to be the finest two-channel loudspeaker available, the Snell A7 is the first in Snell's "Illusion Series," and is a reflection of the company's 30-year history of custom building award-winning loudspeakers. Refinements in musical accuracy, spatial realism, best of class engineering, innovation, and more are evident in every detail of the ultimate-quality Reference Tower A7.

Key to the A7's remarkable sonic reproduction capabilities is the famous D'Appolito Array. Dual neo magnet 5 1/4-inch magnesium midranges are mounted in dedicated transmission lines sitting over and under an extremely low resonance neo magnet, silk dome tweeter. The bass is authored by twin 10" long-throw, magnesium woofers mounted in a tuned 165 liter "Constant Pressure" cabinet. These features combine for startling response and the widest sweet spot of any high-end speaker. The highly sophisticated crossover, developed for superb driver blending and a perfectly neutral tonal balance, is accessed by separate inputs for bass, midrange and treble. With the best drivers available, developed for their smoothness and dynamic range, the A7 is a full-bandwidth, cohesive instrument.

Painstakingly assembled in Snell's cabinet shop, the enclosures of the A7 are statuesque and stunningly elegant; yet greatly contribute to the Tower's overall performance with their innovative, multi-layer, integrally damped construction. The result is a pair of hand crafted towers that convey the full weight and dimension of any score or sound track. It is capable of tremendous output to over 110dB, and the D'Appolito MTM array offers remarkably realistic sound staging. Even without a subwoofer, the A7 is capable of deep, rich bass rated down to 27Hz. The A7 sits in a casted aluminum base, stabilized by four integrated feet.

The A7's D'Appolito array provides an extraordinary soundstage and is capable of delivering a very broad and even vertical dispersion. It provides an exceptionally open, lucid, and dynamic sound with superb clarity, so that groups of listeners can enjoy the maximum from recorded music and movie soundtracks. The LCR7 is the perfect center channel compliment to the A7, with matching D'Appolito arrays that reduce lobing and provide remarkable imaging

and coherence, perfect for high end-home theaters.

The A7 is available in two different wood finishes – natural cherry w/silver grilles and anodized aluminum accents or black painted walnut with black grilles and black anodized accents. However, virtually any wood finish, however familiar or exotic, is available under special order, as is deep-luster lacquer, or other specialized finishing, in any color or shade desired.

The A7 is provided with dual, 5-way silver-plated, solid metal binding posts and are magnetically shielded for use in proximity to video monitors. The natural cherry and black painted walnut finishes are consistent with Snell's elegant Series 7 styling and cabinet construction, making it easy to mix and match various models. Like all Snell speakers, the A7 is tuned to .5dB of the reference master.

The Snell Reference Tower A7 loudspeaker is scheduled to be available in the second quarter of 2007 at a suggested retail price of \$30,000 per pair.

Snell offers another line of high-performance loudspeakers, called the Series 7, which includes the **C7 Tower**, **D7 Tower**, the **M7 Monitor**, the **LCR7 Monitor**, the **K7 Bookshelf**, the **CR7 Center Channel**, the **SR7 Surround** and the **Basis150 and Basis300 Powered Subwoofers**. The CR7 and LCR 7 also use the well-known **D'Appolito Array**. The LCR-7 can be used in an L-C-R array as the mains and center channel speakers. Similarly, the compact CR7 is an option for more economical or space conscious systems.

About Snell Acoustics

For 31 years Snell Acoustics has designed and manufactured high-end loudspeakers, and has earned a reputation as one of the world's foremost manufacturers of custom-built, handcrafted speakers. Based in Peabody, Massachusetts, the company is renowned for its aesthetically pleasing hand-made cabinets, award-winning sound, and pioneering efforts with THX.™ Snell Acoustics is a wholly owned subsidiary of D&M Holdings Inc. Additional information is available at www.snellacoustics.com.

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