



PRESS RELEASE
For Immediate Attention

**KEF PARTNERS WITH WARNER BROS. FOR LATEST
CHRISTOPHER NOLAN RELEASE *INTERSTELLAR***

Collaboration Brings Electrifying Competition – win a 4 Night
Break for Two in Iceland and Visit the Filming Locations!



KEF has joined forces with Warner Bros. to promote the cinema release of the highly anticipated *Interstellar*, the new movie by acclaimed director, Christopher Nolan releasing in cinemas and Imax nationwide on 7th November.

With our time on Earth coming to an end, a team of explorers undertakes the most important mission in human history: travelling beyond this galaxy to discover whether mankind has a future among the stars. *Interstellar* features an all-star cast lead by Matthew McConaughey, Anne Hathaway, Jessica Chastain, Michael Caine and MacKenzie Foy.

From the end of October, KEF retailers will host ***Interstellar*** promotional material alongside KEF's multi-award winning E SERIES speaker range in-store. The E SERIES takes centre stage in supporting the campaign, "High Resolution sound that is out of This World" - tying in with the film's main theme.

Consumers visiting stores will be able to experience this exceptional AV speaker package and experience firsthand the acoustic benefits of the E SERIES compact speaker system, which has dominated the home AV market for almost 10 years.

In addition, KEF is offering a top-class competition, which everyone can enter online. Consumers simply click this [link](#) for a chance to win a 4-night break to Iceland, where a lucky couple will be able to take in the Northern Lights and the movie filming locations. Other competition entrants could still win an E SERIES speaker system as a second prize (worth £900.00) and 30 runners up will each receive an ***Interstellar*** themed merchandise 'goodie bag'.

KEF's Managing Director, Steve Halsall, says, "As a brand, KEF is passionate about music and movie sound reproduction. It's what we love. To partner with Warner Bros. on one of 2014's biggest movies by such a visionary director as Nolan, and offer consumers the chance to win something that will really improve their experience of music and movies was really something we didn't want to miss – the synergy is just perfect!"

Vanessa Andreis, Director of UK Promotions Warner Bros UK says "We're are very pleased to be working with KEF and the agency, Lime, with whom we have created a really innovative and impactful partnership campaign which integrates perfectly with the rest of *The Interstellar* marketing activity."

RELEASE ENDS/ NO EMBARGO

About KEF

The company was founded in 1961 by Raymond Cooke OBE (1925–1995) and was initially headquartered in a Nissen Hut on the premises of Kent Engineering & Foundry (from where the name KEF is derived) – a metal-working company on the banks of the River Medway, near Maidstone in Kent. KEF's ethos has always been based on the continuing quest to find new and better ways of reproducing sound. Since the company's establishment, KEF has maintained a flair for unusual and controversial speaker engineering, design and material use. KEF has always driven innovation in sound with examples including its iconic 'egg', Muon and Blade speakers. KEF is a member of Gold Peak Group and its products are available in more than 60 countries. In 2011, KEF celebrated its 50th anniversary and now the company continues its commitment to building on its strong heritage.

Visit: <http://www.kef.com> for more about KEF and its products.

Click [here](#) To find out more about KEF E SERIES.

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