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PRESS RELEASE **For Immediate Attention**

KEF Introduces New Square and Rectangle Custom Installation Loudspeakers

Latest Ci Series Designed to Be Innovative and Installer Friendly



KEF has announced details of the latest additions to its acclaimed Custom Installation loudspeaker range. The all-British designed new models are the CS and QS SQUARE and the CL and QL RECTANGLE loudspeakers. Both feature many unique KEF innovations, which not only provide exceptional audio performance but make installing them fast and easy.

Models QS and QL feature KEF's Uni-Q driver array, while the CS and CL models have an Asymmetrical Tweeter Island. The new additions also include forward woofer mounting and an Ultra-Thin Bezel (UTB) design, magnetic grilles, new wider mounting leg fixings, protective PCB covers and moisture-resistant fixings and grilles. Rough-in frames and rear enclosures are available as optional features.

New KEF Ci Models – Price Guide (each).

Ci130QS - £190.00 : Ci130CS - £150.00 : Ci200QS - £320.00

Ci200QL - £340.00 : Ci200CL - £260.00 : Ci160CSDS - £240.00

Every model in the KEF Ci range is British designed and is backed by the company's 50 years' experience in researching and designing premium products. Even when creating speakers that can be hidden, KEF aims for outstanding sound. The Ci Series combines advanced audio technologies, innovative engineering and excellent design. Each model is engineered to attain the ultimate performance in its specific setting, and integrates perfectly with other KEF speakers. A dedicated technical and service support department based is based at KEF's UK HQ to give full support to custom installers and consumers alike.

RELEASE ENDS/ No embargo

About KEF

British company 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 in Maidstone, Kent in 1961 by Raymond Cooke O.B.E., 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 part of Gold Peak Group and its products are available in more than 60 countries. In 2011 KEF celebrated its 50th anniversary and is still committed to building on its strong heritage.

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

Visit: <http://www.kef.com/theyifty/> for more about KEF's 50 Years' History.

KEF Marketing Contacts

Michael Johnson at michael.johnson@kef.com

Becky Reader at becky.reader@kef.com

KEF's UK Media Contact

Andy Giles at andy@andygilesassociates.co.uk

All information provided is subject to change without notice. All prices quoted are recommended retail and include VAT.