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PRESS RELEASE For Immediate Attention



KEF TEAMS UP WITH FENDER MUSICAL INSTRUMENTS CORPORATION; INSTALLS 50th ANNIVERSARY LS50 SPEAKERS INTO MUSIC GIANT'S NEW LONDON OFFICE

World-leading speaker brand KEF has teamed up with Fender Musical Instruments Corporation, to install an award-winning LS50 surround system for music and Blu-ray playback, at the new Fender® artist relations showroom in London.

The project marks the start of an exclusive and exciting relationship according to both brands. Nick Sharples, Fender's UK Marketing Manager comments, 'Having a KEF AV system in place makes absolute sense for us as their sister company (Celestion) is so well known in the pro-audio world. The familiarity of the two brands with our customers and artists alike makes KEF a natural fit for us. For KEF to provide such a great-sounding – and great-looking – system for our listening area is fantastic!'

Fender's new London facility sees the very first installation of the LS50-based

surround sound system in the world. The system, also using the latest ARCAM electronics and Chord cables, provides the ability to stream music from Fender's own music server, listen to DAB radio services or watch Blu-ray discs – all while enjoying perfect audiophile-quality sound. The LS50s' innovative design also makes them a perfect fit for Fender, complementing the new office's clean, modern style.

Michael Johnson, KEF UK's Head of Marketing comments, 'The LS50 fits perfectly with the new Fender facility, with its sound and its stylish industrial design. The LS50 represents the latest cutting edge audio and technical innovations, the very foundations that both Fender and KEF create their product platforms on. Both brands have always been dedicated to creating musical magic for musicians and listeners alike, so KEF and Fender is truly a perfect fit. This is just the start of what will be a very exciting time for both brands as we continue to engage with new audiences.'

The new Fender Artist Relations showroom opened in August, where a host of high profile Fender endorsees and customers experienced the latest range of guitars, amps and percussion from its portfolio of brands, while the KEF LS50 speakers set the sonic tone.

For more information on the KEF LS50 loudspeakers, click here:

http://www.kef.com/html/gb/showroom/flagship_hi-fi_series/LS50/overview/

For high-res images of KEF and Fender, visit the AGA website here:

<http://www.andygilesassociates.co.uk/cgi-bin/images.pl?c=showCat&id=354>

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All information provided is subject to change without notice

About KEF

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 products.

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

About Fender Musical Instruments Corporation

Fender Musical Instruments Corporation (FMIC) is a leading, global musical instruments company whose comprehensive portfolio of brands includes Fender®, Squier®, Guild®, Tacoma®, Gretsch®, Jackson®, Charvel®, EVH®, SWR® and Groove Tubes®, among others. Fender® instruments include the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars. For more information, visit www.fender.com.

In 2007, FMIC acquired KMC Music, one of the largest independent U.S. distributors of musical instruments and accessories. In 2011, KMC Music and Musicorp united their sales and catalog divisions as KMCMusicorp, creating a leading wholesaler of musical instruments, accessories and lighting equipment. KMCMusicorp produces and/or distributes Ovation®, Takamine® and Hamer® guitars; Latin Percussion®, Gretsch® Drums, Gibraltar® Hardware, Toca® Percussion, Sabian® cymbals and Genz Benz® amplifiers and more. For more information, visit www.kmcmusicorp.com.

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