

PRESS RELEASE

BULLITT



December 2014

For press enquiries, please contact Dominic Dawes:

E: dominic@andygilesassociates.co.uk

T: +44 7769 904 782



Above: Scott Steinberg, new CEO of Bullitt Group's audio division

Ministry of Sound Partners With Bullitt Group To Launch Stunning New Audio Range

Bullitt Group appoints Scott Steinberg as CEO of its audio division, and pens deal with iconic music brand to develop a new raft of high-quality wireless music products and headphones

London, England – 17 December, 2014 – Legendary music brand, Ministry of Sound and leading designer and manufacturer of audio products, Bullitt Group, have today announced their partnership to develop a groundbreaking new range of premium audio devices.

On sale from May 2015, the new range will include wireless Bluetooth and connected multi-room speakers, as well as a series of high-quality headphones, including a DJ-spec over-ear model offering serious sound quality for home use.

To lead the project, Bullitt Group has appointed Scott Steinberg as new CEO of its audio division. An accomplished senior executive with extensive experience in the consumer electronics sector, Scott joins Bullitt Group with a remit to build on the existing success of

Bullitt's audio division, and has begun by signing a major deal with one of the world's most successful dance music brands.

"We're very excited to be bringing the audio and clubbing experience of Ministry of Sound to a wider audience," says Steinberg. 'Bullitt Group's 'ground up' design and manufacturing process is a perfect fit with Ministry's mission to build a more personal connection between music and its fans. Every single element of each product has been refined to deliver a true Ministry of Sound experience."

The new Ministry of Sound products will feature premium materials and designs, as well as touch panel gesture controls. The audio specifications are being developed in conjunction with the audio engineers responsible for 'The Box' – the main room at the Ministry of Sound nightclub – considered by many to be the greatest nightclub sound system in the world. The products will also feature built-in access to Ministry of Sound's radio channels and the live club feed, giving Ministry fans the club experience at the touch of a button.

"Our world-class sound engineers have worked closely with Bullitt's technologists and designers to create a range of products that deliver extraordinary sound," says Lohan Presencer, CEO at Ministry of Sound. "The new range will bring Ministry of Sound's world-famous audio quality to your ears wherever you are."

With millions of Ministry of Sound fans worldwide as potential customers, the products will also appeal to music lovers who want a high-quality, great-looking audio experience on the move as well as audiophiles who want to replicate the club experience without having to go to a club.

The connected WiFi range will be fully interoperable with all OS platforms, including Apple Airplay and DLNA, and will support multi-room playback as well as the most popular music streaming services. There will also be a new smartphone and tablet app that lets you browse and play your music from any device and stream different songs in each room, as well as customise features and access exclusive content.

Product availability: From May 2015

Prices: tbc

For more details on Ministry of Sound, please visit: <http://ministryofsound.com>

For more details on Bullitt Audio, please visit: <http://www.bullitt-group.com/>

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ABOUT MINISTRY OF SOUND:



Ministry of Sound Group is a global entertainment business comprising recorded music, artist development, music publishing, live events, digital media and a nightclub in London. Their iconic brands, which include Ministry of Sound and Hed Kandi drive a business with sales approaching £100 million, and are the heartbeat for a generation of clubbers and music fans, spanning both continents and genres. Starting life as the UK's first super-club in 1991, Ministry of Sound was instrumental in bringing club and dance music culture to Britain. Over the next 23 years the business has developed to include a world-beating compilations department, the number one 24 hour dance music radio station, an A&R department with an impressive 19 UK No.1 Singles, a tours brand that hosts over 2,000 events annually and a multi-channel digital operation with over 2m followers.

<http://www.ministryofsound.com/>

ABOUT BULLITT:

BULLITT

Founded in 2009 by Colin Batt, David Floyd and Richard Wharton, Bullitt designs, manufactures, markets and sells consumer electronic devices in partnership with global brands. It is the worldwide licensee, for example, of Caterpillar Inc. for 'rugged' mobile devices and accessories and Ministry of Sound and Ted Baker for audio products. Based in Reading, Bullitt's products are sold in more than 60 countries and the Company has a presence in key markets across the globe including China (Shenzen), the UK (Reading) and the USA. The Company has been profitable since opening and achieved sales of over £10m in the year ending December 2012 and in the same month secured a £3.5m investment from the Business Growth Fund (BGF). In 2013, Bullitt achieved revenues of £30m.

<http://www.bullitt-group.com/>



Andy Giles Associates

For more information and high-res images please contact Dominic Dawes
T: +44 (0) 7769 904 782 E: dominic@andygilesassociates.co.uk
