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Exertis Unlimited named exclusive UK distributor for Meters Music audio range

Chelmsford, England – Audio brand Meters Music has named Exertis Unlimited, leading distributor of technology products for the B2B, mobile and retail markets, as the exclusive UK distributor for its new audio range.

Meters Music is the creation of Ashdown Engineering, makers of musical instrument amplifiers for many of the world's most popular and influential rock bands, including U2, Foo Fighters, System of a Down, Biffy Clyro and many more.

Meters' debut product will be the OV-1 on-ear headphones (£279), available from late March. All Meters products feature the company's patented VU meters, lending a stylish touch of the studio to their robust and elegant designs. The VU Meters react in real-time to the sound level of the music being played, exactly like a studio mixing desk.

The OV-1s mark the beginning of an ambitious raft of home audio devices, including wired and wireless noise-cancelling on-ear headphones, in-ear headphones, desktop audio systems and a hybrid amplifier/wireless speaker that's perfect for musicians or enthusiasts to accompany their chosen music on bass or guitar while listening.

Mark Gooday, Managing Director of Meters Music, said: "We're extremely happy to announce that our UK distribution will be handled by Exertis Unlimited. Not only are they a clear leader in the field; they really understand our products and the unique value of our brand to the market. With our rock-solid musical and technical credibility, based on decades of making amplifiers for the world's most famous musicians, we're hugely ambitious for the Meters brand in terms of delivering our unique offering to mainstream consumers."

Glenn McClelland, Commercial Director of Exertis Unlimited, said: "We are delighted to be appointed distributor for Meters Music, whose products combine unique styling and functionality with Ashdown's solid audio credentials. The Meters Music line-up is a fabulous addition to our Premium Audio portfolio, which offers the very best brands to a wide blend of mainstream, specialist and lifestyle retailers."

RELEASE ENDS/NO EMBARGO



Since 1997 Ashdown Engineering has had a legitimate claim to be the world's foremost experts on bass performance, creating bass guitar amplification for many of the world's greatest bands and session musicians. With the likes of U2, The Foo Fighters, Biffy Clyro and many other huge artists using Ashdown amplifiers on stage and in the studio, the Meters brand arrives with a unique technical and musical credibility. Meters by Ashdown Engineering brings every ounce of that legacy to bear in the design, engineering and acoustic expertise to create a unique new range of headphones that bring together lifestyle and audiophile aspirations in one incredible package. Meters headphones feature the Ashdown Engineering patented VU meters, lending a stylish touch of the studio to their robust and elegant design, and an ambitious roll-out of headphones and desktop devices is scheduled for 2017.

To learn more visit www.metersmusic.com

exertis Unlimited

Exertis Unlimited is Europe's leading distributor for everything Gadgets & Technology, Creative Professional and Premium Audio. With a strong portfolio of some of the world's leading hi-fi and technology brand, Exertis Unlimited prides itself on its ability to support brand and product development across Europe. It has reach across all major retailers, plus specialist teams to manage online retail, marketing and PR. Formerly Computers Unlimited, in 2015, Exertis Unlimited celebrated its 30th year in business, and became part of the Exertis (UK) distribution family: Exertis (UK) Ltd is the leading technology distributor of IT, Communications and Home Entertainment products in the UK and a wholly owned subsidiary of parent company DCC PLC, a FTSE 100 company.

To learn more visit <http://www.unlimited.com/>

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