



PRESS RELEASE

KEF Partners with Sony Pictures for *Spider-Man™: Homecoming* promotion



Kent, England – 30th June 2017 – KEF has partnered with Sony Pictures for a promotion to celebrate the imminent cinematic release of the 2017 summer blockbuster, *Spider-Man™: Homecoming*, in cinemas from July 5th.

This promotion sees KEF offering film fans the chance to win a stunning Dolby Atmos home cinema package, and re-create the ultimate cinema sound experience in their own home with a top-class home cinema system.

The competition's incredible first prize consists of a full KEF R Series Dolby Atmos home cinema speaker system, along with a 49in Sony HDTV, Sony AV Receiver and Blu-ray player. This superb system is worth a total of £6,000.

The second prize is a two-night break to New York with flights, accommodation and city passes for two.

The third prize is a KEF EGG Wireless Digital Music System, the market-leading desktop speaker system featuring stylish design, full wireless functionality, optical input for connection to a TV, and high-res compatibility via USB.

A young Peter Parker/Spider-Man™ (Tom Holland), who made his sensational debut in *Captain America: Civil War*, begins to navigate his newfound identity as the web-slinging super hero in *Spider-Man™: Homecoming*. Thrilled by his experience with the Avengers, Peter returns home, where he lives with his Aunt May (Marisa Tomei), under the watchful eye of his new mentor Tony Stark (Robert Downey, Jr.). Peter tries to fall back into his normal daily routine – distracted by thoughts of proving himself to be more than just your friendly neighbourhood Spider-Man™ – but when the Vulture (Michael Keaton) emerges as a new villain, everything that Peter holds most important will be threatened.

Spider-Man™: Homecoming is directed by Jon Watts, and stars Tom Holland, Michael Keaton, Jon Favreau, Zendaya, Donald Glover, Tyne Daly with Marisa Tomei and Robert Downey Jr.

All fans need to do to be in with a chance of winning one of these amazing prizes is go to <http://uk.kef.com/> and follow the instructions. The competition runs until August 11th.

For more info: <http://uk.kef.com/>

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 www.kef.com for more about KEF and its products.

ABOUT SONY PICTURES ENTERTAINMENT

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in more than 142 countries. For additional information, go to <http://www.sonypictures.com>.

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