

Heinke Hahn to head Sennheiser's Market Management

Wedemark, March 2008 – With effect from January 2008, the audio specialist Sennheiser electronic GmbH & Co. KG appointed Heinke Hahn (age 36) as Director of Market Management. Her new position will see her taking responsibility for the



worldwide development of the Sennheiser sales network, which will involve coordinating an international team of nine senior and junior market managers. "We are delighted to welcome Heinke Hahn to this position," stated Paul Whiting, President of Global Sales. "Her considerable international experience and excellent marketing skills make her the ideal person to head the global Sennheiser Market Management team," continued Mr Whiting.

Ms Hahn studied economics and business administration at Hanover University, before taking up a position as Market Manager Americas with Sennheiser in 1999. This role meant that she was responsible for the marketing and sales support for the United States, Canada and Central and South America. In 2001, she became the Market Manager for Northern and Eastern Europe and was behind the development and enhancement of the distribution network in that region. During this time, she also provided support to the start-up phases of various Sennheiser sales subsidiaries, including Sennheiser Nordic (Denmark, Norway, Sweden and Finland), Sennheiser Audio in Russia and Sennheiser India.

The Sennheiser Group is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. A family firm established in 1945 and based in Wedemark near Hanover, Germany, the company recorded sales of over 356 million euros in 2006, 82% of which was generated abroad. Sennheiser employs over 1,800 worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, Canada, Mexico and the USA, as well as through long-term trading partners in other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), K + H Vertriebs- und Entwicklungsgesellschaft mbH (Klein +

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Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find out the latest information on Sennheiser by visiting www.sennheiser.com or contacting:

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Press Release