

Jörk Meyerrose to manage Sennheiser's international key accounts

Wedemark, March 2008 – With effect from January 2008, audio specialist Sennheiser appointed Jörk Meyerrose (age 40) to the position of Globals Key Account Manager. In this newly created position, Mr Meyerrose will be working closely with the worldwide Sennheiser sales subsidiaries and independent



partners and he will report directly to Paul Whiting, President of Global Sales. "We have created this position in response to the changing market structures, particularly in the consumer and MI segments," stated Mr Whiting. "The number of customers with international structures is constantly growing," continued Mr Whiting. Consequently, these customers will now have a single point of contact in the Sennheiser head office to guarantee fast and efficient communication.

Having joined Sennheiser electronic GmbH & Co. KG in 1999, Mr Meyerrose initially worked in finance and controlling, prior to transferring to the position of Market Manager Americas in 2002. This role saw him being responsible for marketing and sales support for the United States, Canada and Central and South America. With effect from January 2007, Mr Meyerrose headed Sennheiser's Business and Organisational Development department. "Through his excellent background in finance and marketing and his considerable experience with the Sennheiser markets and customers worldwide, Jörk Meyerrose was a natural choice for the position of Key Account Manager," added Paul Whiting.

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,

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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 + 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