

Sennheiser Nordic extends business to Sweden

Germany/Denmark, January 2007 – Sennheiser Nordic A/S, the Denmark-based subsidiary of German audio specialist Sennheiser, will extend its business to include Sweden, so all Scandinavian markets will now be served by Sennheiser Nordic directly.

From April 1, after a long and close relationship with Sennheiser AB in Stockholm, Sweden will join Denmark, Finland and Norway, giving customers direct access to top products, services and comprehensive consulting support for audio projects of all kinds.

Volker Bartels, Speaker of the Sennheiser Executive Committee, stated: „Our experience has shown that setting up our own subsidiaries permits closer cooperation with the end customers. This transition will provide added value and make the best use of resources and infrastructure.”

Paul Whiting, Vice-President Sales of the Sennheiser Group, agreed: “A local presence in Sweden will maintain a direct link with consumers and audio professionals alike. We are very much looking forward to serving the Swedish market with a world-class sales, service and support organization for all our products and services.”

Managing Director of the current Sennheiser distributor, Christian Wollin added, “I see this as a logical way forward in the implementation of their on-going strategies. We will certainly look forward to the opportunity of working together again in the future.”

Steen Peitersen is Sennheiser Nordic’s General Manager at the Holte head office in Denmark, and is responsible for the sales, marketing and service of all Sennheiser Group products including Sennheiser, Sennheiser Communications, Neumann and Klein+Hummel as well as sales of other third-party brands in the Nordic region.

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As one of the world's leading manufacturers of microphones, headphones and wireless transmission systems, the Sennheiser Group with its headquarters in Wedemark near Hanover, Germany, had total sales of about €300 million in 2005. The export share is 82.5%. Sennheiser has a total workforce of more than 1,650 employees, of whom about 60% are employed in Germany. Sennheiser is active worldwide and, in addition to other partnerships, has its own sales subsidiaries in France, the UK, Belgium, the Netherlands, Denmark, China, Singapore, Canada, Mexico and the USA.

For further information about Sennheiser please visit us on the Internet at www.sennheiser.com or contact:

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Press Release