

SENNHEISER - PR

Sennheiser Opens On-Line Lounge

TRUESOUND LOUNGE OFFERS UNIQUE ON-LINE DESTINATION

June 2004 — Old Lyme, Connecticut — Sennheiser, the acknowledged world leader in headphones for home and professional audio and A-V systems, has opened a unique on-line web destination. The Sennheiser TrueSound Lounge is now live at HYPERLINK "<http://www.TK.com>" www.truesoundlounge.com, providing web-surfers an entertaining selection of fresh, innovative new music from Sennheiser-supported emerging artists like Sugarcult and **Jody Whitesides**, and fun, quick-witted web-video shorts from top commercial filmmakers and producers, fruits of the Sennheiser Invitational Film Project. Of course, the lounge also offers concise info on Sennheiser's unequalled selection of personal-listening products for home, portable, and wireless enjoyment of music, home-theater, and A-V entertainment, while conveying the firm's dedication to the "true sounds" of music and movies.

Sennheiser conceived the TrueSound Lounge in collaboration with web-savvy marketing agency MARC/USA of Chicago, to help raise brand-awareness here in the U.S. of the German firm's globally respected products. The "micro-site" will host visitors invited by an engaging and amusing series of pop-ups, also created by Marc/USA, slated to appear on leading home-entertainment product research and AV-buff destinations, beginning in May 2004.

The Flash-based micro-site features advanced design using highly interactive features such as clickless, "PointRoll" technology that make in-depth enjoyment virtually effortless. Visitors will explore the Lounge's Film and Audio rooms checking out the music and video offerings, and may then roll over to the Headphone and Heritage rooms to investigate Sennheiser's products and history. Throughout, the TrueSound Lounge's animated graphics and voice-over dialogs will appeal to the young, hip, music- and movie-savvy visitors the firm expects to make the trip.

The Sennheiser TrueSound Lounge is currently live and on-line.

About Sennheiser

Established in 1945 in Wedemark, Germany, Sennheiser is the acknowledged world leader in microphone technology, RF-wireless and infrared sound transmission, headphone-transducer technology, and, most recently, the development of active noise-cancellation. Sennheiser Electronic Corporation is the wholly owned U.S. subsidiary, with headquarters in Old Lyme, Connecticut.

For additional information about Sennheiser, visit www.sennheiserusa.com.

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