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FOR IMMEDIATE RELEASE

STEINWAY LYNGDORF STRENGTHENS GCC PRESENCE BY APPOINTING IMAGINE TECHNOLOGIES AS AUTHORISED DEALER

19 November 2008, Dubai, UAE – Steinway Lyngdorf announced today that it will expand its presence in the GCC markets through the appointment of Imagine Technologies as its Authorised Dealer.

Steinway Lyngdorf, the innovative company formed between Steinway & Sons, renowned maker of the world's finest pianos, and Peter Lyngdorf, Europe's pre-eminent audio manufacturer, first made its mark in 2007 with the launch of the world's first fully digital and integrated music system presented in its signature range – the Model D Music System. In less than a year, the company further captivated the industry with the release of the Model C Music System and a distinctive collection of Home Theater Sound Systems.

Imagine Technologies is a leading distributor for high performance audio visual equipment and related solutions in the GCC. Having a wide range of UHNW clients as part of their client list, they have now partnered with Steinway Lyngdorf to market the exclusive Steinway & Sons range of music systems and audio products in the GCC. This partnership fulfils their vision to provide the ultimate music and home theater experience for their clients.

Ms Suguna Madhavan, President of Steinway Lyngdorf, Asia Pacific and Middle East stated: "The GCC countries are home to some of the most luxurious brands in the world, and to consumers who have a great demand for brands that deliver truly authentic and quality product experiences. Our concerted entry into the GCC marks a new milestone in our business development plans and will provide consumers with the ultimate answer to their music needs. Steinway Lyngdorf is pleased to have a strategic

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partnership with Imagine Technologies, utilizing their extensive retail network to establish our brand presence”.

Mr. Sunil Gopal, Director, Imagine Technologies commented: “Imagine Technologies is a company that is driven by a desire to provide cutting-edge and innovative products and solutions to its customers. We are extremely proud to now have the opportunity to represent one of the world’s most prestigious audio brands as part of our portfolio and we look forward to introducing Steinway Lyngdorf’s full range of unparalleled digital sound systems for our discerning customers in the GCC.”

The Model D Music System is the culmination of painstaking research and development in both electronics and in the acoustic performance of amplifiers and loudspeakers. The system incorporates an advanced version of Peter Lyngdorf’s revolutionary RoomPerfect™ technology, which enables the system to adapt to the acoustic characteristics of the listening environment in order to ensure unsurpassed audio performance.

Precision-built and hand-assembled as a completely integrated music system, it takes approximately 8 weeks to assemble a single Model D Music System. The sleek and contemporary design and black lacquer finish on the Model D Music System’s classic range offers the same distinctive Steinway & Sons lacquering found on the world’s best pianos. In order to complement each customer’s personal style and unique home environment, Steinway Lyngdorf also offers a palette of customizable finishes and veneers to cater to their clients’ distinct tastes in the GCC.

Steinway Lyngdorf’s distinctive products are available globally for personal previews by appointment only through the company’s sales offices, distinctive listening Show-suites located in fine establishments globally, as well as through its appointed strategic partners.

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About Steinway Lyngdorf: Headquartered in Copenhagen, Denmark, and founded by Peter Lyngdorf in December 2005, Steinway Lyngdorf represents Mr. Lyngdorf's consuming passion to create the finest products in the audio industry, without any compromises and without precedence. The company is focused on the design and manufacture of innovative high performance digital audio systems that successfully combines design artistry, finest craftsmanship with perfected technology. The partnership between Peter Lyngdorf and Steinway & Sons resulted in the formation of the privately-held Steinway Lyngdorf Holdings Audio A/S and the introduction of its signature product – the Model D Music System. The Model D Music System is the standard bearer - delivering craftsmanship, enduring quality and value, as well as unmatched musical experience to its audience. In 2008, this legacy is now enhanced with the launch of the Model C Music System as well as the introduction of the finest Home Theater Sound Systems – Architectural Speaker Systems - Model M series & Grand Speaker Systems - Model LS Series.

For further information, visit the Steinway Lyngdorf website (steinwaylyngdorf.com)

About Steinway & Sons: Since 1853, Steinway pianos have set an uncompromising standard for sound, touch, beauty, and investment value. Handcrafting each Steinway requires up to one full year – creating an instrument of rare quality and global renown. Not surprisingly, Steinway remains the choice of 9 out of 10 concert artists, and countless pianists, composers, and performers around the world. Headquartered in Astoria, New York, Steinway pianos are sold by nearly 200 authorized dealers worldwide. Steinway & Sons is a subsidiary of Steinway Musical Instruments, Inc. (NYSE: LVB), which also owns Conn-Selmer, the nation's leading manufacturer of orchestra and band instruments.

For further information, visit the Steinway website (www.steinway.com).

About Imagine Technologies: Founded in July 2003 by Rashid Jehangir and Sunil Gopal, who formerly worked for Microsoft Consulting Services, the company focuses on delivery of bespoke, high performance entertainment, automation and related solutions, by combining cutting-edge technologies with the finest products and consultative services in GCC. Both have a deep knowledge of audio visual solutions and information technology, and therefore, an in-depth understanding of the convergence phenomenon that is the future of Audio Visual Solutions.

For further information, visit the Imagine Technologies website (www.imaginecentral.com)

S T E I N W A Y L Y N G D O R F

Press Contact:

Steinway Lyngdorf

Zeina Akkawi (Account Director)
& Clement Dean (Snr. PR Executive)

Ucommunicate

Tel: +971 4 2831661

Email: ucompr@ucommunicate.ae

Teo Siew Yong or Sheila Ng

Steinway Lyngdorf Asia Pacific

Tel: +65 6838 7725

Email: syt@steinwaylyngdorf.com or sn@steinwaylyngdorf.com

Imagine Technologies LLC

Rashid Jehangir & Sunil Gopal

Tel: +971 4 3689568

Email: info@imaginecentral.com
