

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

FOR IMMEDIATE RELEASE

## STEINWAY LYNGDORF ANNOUNCES APPOINTMENT OF MYSTIQUE UNIVERSAL AS AUTHORISED DEALER IN MALAYSIA

### PARTNERSHIP IS IN LINE WITH PLANS TO STRENGTHEN GROWTH IN SEA MARKETS

**[18 November, 2008 MALAYSIA]** – Steinway Lyngdorf announced today that it will expand its presence in South East Asian markets by appointing Mystique Universal Sendirian Berhad as the brand’s master dealer in the Malaysian market. The appointment is in line with Steinway Lyngdorf’s Asia Pacific distribution strategy, focussing on partnerships with leading companies which have in-market reputation and experience in the sales and marketing of prestigious brands and products to the ultra high-end client segment.

Steinway Lyngdorf is the innovative company formed between Steinway & Sons, renowned maker of the world’s finest pianos, and Peter Lyngdorf, Europe’s pre-eminent audio manufacturer. In September 2007, the company created a new category in the world’s audio industry with the launch of the world’s first fully digital, integrated music system – the signature series 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 Theatre Sound Systems.

Mystique Universal is a private company that has established its reputation as a company that is highly competent in the management of some of the world’s most prestigious brands especially in the watch and jewellery categories. While the company was established recently in 2006, it is helmed by Dato Francis Sew, a highly experienced and respected veteran in the Kuala Lumpur luxury retail scene.

“Malaysia, in particular Kuala Lumpur, is an important home for the world’s luxury brands. It has a significant segment of discerning high net worth consumers who demand brands which deliver truly authentic and quality product experiences. Some of Steinway Lyngdorf’s first global clients are Malaysians who ventured out to other markets where Steinway Lyngdorf has established showsuites to experience and purchase our products,” said Suguna Madhavan, President of Steinway Lyngdorf, Asia Pacific & Middle East.

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

“Realising this demand and mature appreciation for music and home cinema experiences, Steinway Lyngdorf sought to develop a direct market presence in Malaysia and found an excellent partner in Mystique Universal.” She added.

Commenting on the partnership, Dato Francis Sew, Managing Director of Mystique Universal, said: “Mystique Universal is constantly looking at adding exciting and prestigious brands to its portfolio to fulfil the wide-ranging interests of the Malaysian consumer. We are very excited indeed with this latest inclusion as Steinway Lyngdorf not only comes with an assured brand heritage but brings a totally new category of unparalleled digital sound systems to Malaysia.”

“The collection of products offered by Steinway Lyngdorf is a perfect fit with the music connoisseurs in Malaysia who demand not only the highest musical quality, but also beautiful design and finest craftsmanship in their music systems to complement their living environments or prestigious commercial properties. We plan to showcase these exceptional systems in a flagship showroom at Starhill Gallery,” said Dato Francis Sew.

Starhill Gallery is Kuala Lumpur’s ultimate home for international brands that are statement of taste and style in food, fashion, living, beauty & art. Spread over a luxurious 280,000 sq. ft. space, Starhill Gallery is an exciting shopping destination in Malaysia that provides a distinctive standard of privacy and exclusivity rarely seen in large shopping complexes.

Steinway Lyngdorf’s collection of extraordinary products began with its signature Model D Music System, which 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. A full range of bespoke offerings including wood and coloured lacquer finishes as well as gold or chrome metal accents are available to its clients.

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

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

---

**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](http://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](http://www.steinway.com)).

**About Mystique Universal Sdn Bhd:** Established since 2006, Mystique Universal has been a retailer of various luxury watch and jewellery brands with boutiques in Starhill Gallery. Since its establishment, the company's core focus is to introduce some of the world's renowned luxury brands to the Malaysian market. Mystique Universal has been growing by setting up stand alone boutique with many of them being first-in-the-world flagship stores. The brands which are currently retailed by Mystique Universal Sdn. Bhd. are Arnold & Son, Boucheron, Bvlgari, Dewitt, Graham, Maurice Lacroix, Mouawad, NOA, Rado, Richard Mille, Roger Dubuis, Van Cleef & Arpels and Vertu.

## **Press Contact:**

### Steinway Lyngdorf

Teo Siew Yong or Sheila Ng

Steinway Lyngdorf Asia Pacific

Tel: +65 6838 7725

Email: [syt@steinwaylyngdorf.com](mailto:syt@steinwaylyngdorf.com) or [sn@steinwaylyngdorf.com](mailto:sn@steinwaylyngdorf.com)

### Mystique Universal

Rachel Yong

Mystique Universal Sdn. Bhd.

Tel: + 603 2141 1669 or +601 2339 0750

Email: [rachelyong@mystique-universal.com](mailto:rachelyong@mystique-universal.com)