

STEINWAY LYNGDORF'S MODEL C MUSIC SYSTEM WINS EXC!TE AWARD AT 2008 CEDIA EXPO

September 25, 2008 (DENVER, COLORADO) – *Steinway Lyngdorf*, the company which created a new standard in the global audio industry with the introduction of the Steinway & Sons *Model D* Music System, has added to its accolades after being awarded *CustomRetailer's* annual Exc!te Award for the newly released Steinway & Sons Model C Music System. Winners of the Exc!te Awards are chosen by *CustomRetailer's* Editor-In-Chief with a staff of industry experts and seasoned writers. This year's Exc!te Award winners were announced at the 2008 CEDIA EXPO in Denver, Colorado.

"*CustomRetailer* is a very influential publication in the audio industry and we are honored that the Model C Music System was selected for this prestigious award," said Steinway Lyngdorf CEO, Steen Lohse. "We created the Model C Music System for discerning customers seeking exceptional sound tailored to a more intimate listening environment," Mr. Lohse continued.

Conceived from the same DNA as the flagship Model D Music System, the Model C Music System further exemplifies Steinway Lyngdorf's fusion of master craftsmanship, perfected technology and design artistry. The sleekly built Model C Music System features two floor-standing dipole speakers and twin boundary woofers, paired with the iconic pedestal head unit first seen with the signature Model D Music System. In addition, the Model C utilizes the same fully digital amplification technology first presented in the signature Model D Music System. Through the proprietary digital link employed from the onset of the audio signal to the loudspeaker drivers, the listener is assured outstanding sound quality at any volume.

The Model C Music System is offered in elegant, classic black lacquer with gold accents alluding to the signature look of Steinway & Sons pianos and is also available in a broad range of custom wood and colored lacquer finishes with a choice of gold or chrome accents to reflect the owner's personal taste and décor styles. Steinway Lyngdorf extends a bespoke service, making exotic finishes available on a one-on-one consultation basis to individuals who seek a unique finish to complement their signature styles.

Every year during the CEDIA EXPO, *CustomRetailer* magazine selects a few dozen products and companies to receive awards from over 450 entries in the areas of excellence in custom-installed technologies and electronics. The recipients of these few, coveted awards are hailed as pathfinders in the growth of the custom electronics industry.

About Steinway Lyngdorf:

Headquartered in Copenhagen, Denmark, and founded by Peter Lyngdorf in 2005, Steinway Lyngdorf is the realization of 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 Theatre Sound Systems – Architectural Speaker Systems – Model M series and Grand Speaker Systems – Model LS series.

Through products which offer the distinctive fusion of design and technology, uncompromising quality and enduring value, Steinway Lyngdorf delivers truly extraordinary experiences to discerning customers globally.

www.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, please visit the Steinway website

www.steinway.com

About CustomRetailer:

Each issue of *Custom Retailer* is crafted like an exclusive management conference. Business coaching from respected professionals stimulates and educates those who are ambitious for success. The core columns, departments and features are focused on training, employee retention, business management, marketing and merchandising from respected experts in their fields. New voices in the publication address legal advice, financial planning and employee compensation, rounding out the portfolio of topics represented in the magazine.

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