

STEINWAY LYNGDORF

PRESS RELEASE

STEINWAY LYNGDORF LAUNCHES THE MODEL C MUSIC SYSTEM

EXTENDING THE LEGACY OF STEINWAY LYNGDORF'S MASTERPIECES

August 5, 2008 – Steinway Lyngdorf, the company which created a new standard in the global audio industry with the introduction of the extraordinary Steinway & Sons Model D Music System in September 2007, today announced the commercial launch of the Steinway & Sons Model C Music System.

The Model C Music System expands Steinway Lyngdorf's series of integrated, fully digital music systems – distinctive innovations deemed to be masterpieces by industry opinion leaders. The series is developed by Steinway Lyngdorf, the company formed through the collaboration of Steinway & Sons, the renowned maker of the world's finest pianos, and Peter Lyngdorf, Europe's pre-eminent audio manufacturer.

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 feature two floor-standing dipole speakers and twin boundary woofers, as well as the same iconic, pedestal head-unit as presented with the signature Model D Music System.

"Internally, we recognized that our discerning customers, both individuals as well as commercial establishments, would appreciate a music system that would offer the same exceptional sound quality as the Model D Music System but that would be ideal for more intimate, compact listening spaces," said Peter Lyngdorf, Founder, Steinway Lyngdorf.

"In specific cases, existing owners of our Model D Music System also expressed their desire to acquire additional systems that encapsulate the DNA of the Model D but that would fit perfectly into a different living space, such as their bedrooms or more intimately designed dining rooms. The Model C is created to fulfill precisely this need while adhering to all of our uncompromising core values," he added.

Offering studio-quality sound for all musical genres, the Model C is particularly ideal for lovers of Jazz, blues, R&B with strong bass sounds further enhanced by the twin boundary woofers.

From conception through to production, Steinway Lyngdorf's team of skilled engineers and craftsmen ensure that every aspect of the development of the Model C Music System adheres to Steinway Lyngdorf's uncompromising commitment to unparalleled performance, design excellence and finest craftsmanship. Like Model D Music System, it takes approximately 8 weeks to assemble a single Model C Music System.

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The Model C Music System utilizes the same fully digital amplification technology presented first in the signature Model D Music System. Through the proprietary digital link employed from the onset of the audio signal right to the loudspeaker drivers, the listener is assured of outstanding sound quality at any volume. The fully digital amplification technology further eliminates the distortion commonly experienced in analog amplifiers and allows for very low power consumption. With the extraordinarily efficient amplifiers, the electronics do not heat up and ensures that owners enjoy enhanced longevity for their Model C Music Systems.

Steinway Lyngdorf's patented, 3-dimensional room adaptation technology, RoomPerfect™, is also incorporated in the Model C Music System, enabling it to adapt to the acoustic characteristics of the listening environment and thus delivering truly exceptional sound throughout the entire listening room.

The Model C Music System is presented in elegant, classic black lacquer as well as a broad range of customized wood or colored lacquer finishes to reflect its customer's personal taste and home décor styles. Additionally, Steinway Lyngdorf extends a bespoke service where the most exquisite finishes are made available on a one-on-one consultation basis to individuals who seek a truly unique finish to complement their signature home styles. This defining breakthrough in home audio delivers truly riveting performance encased in the finest craftsmanship.

Developed with the same sophisticated and intelligent modular approach as its predecessor, the Model C Music System can be conveniently upgraded to allow it to stay up-to-date with the latest digital platforms. In the case of accidental damage to any part of the system, this modular process allows simply for only the damaged part to be changed instead of a full replacement of the whole component as is the case with many other traditional audio products today.

Seeking to adhere to its desire to be part of a sustainable global development, Steinway Lyngdorf also strives to achieve the balance between building an uncompromised, highest quality music system and being environmentally considerate - every aspect of the production process has been carefully thought through. From the selection of raw materials, manufacturing process, to responsible disposal, Steinway Lyngdorf seeks to abide by international environment guidelines, such as The Waste Electrical and Electronics Equipment (WEEE) Directive.

The Model C Music System is developed for discerning music lovers and connoisseurs of objects of ultimate quality, beauty and performance, for placement in distinguished living environments as well as for prestigious commercial properties.

Personal preview sessions are available worldwide by appointment only, through the company's sales offices as well as its appointed partners.

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

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

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. This legacy is now enhanced with the launch of the Model C Music System, a fine addition to the Steinway Lyngdorf family of products.

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).

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