

THE ART OF SOUND
EXPERIENCE

WORLD OF McINTOSH

LUXURY SOUND HAS A NEW HOME WORLD OF McINTOSH

November 9, 2015 – It's an interesting time in the audio world. Music, as a cultural influencer, is in a state of flux. Compressed files have skewed the knowledge of HiFi music, wireless has redefined users' expectations and the audiophile market is at a crossroads. However, the influence of music, the connection to artists and the ubiquity of sound, has never been stronger. As such, this interesting time allows the right brands to stand for something strong. Something relevant. Something important. Something we know we can be.

As a result, we are excited to announce that Fine Sounds Group is evolving to become **WOM - World Of McIntosh**. This evolution is a renewed commitment to all of our brands - Audio Research, McIntosh, Pryma, Sonus faber, Sumiko, Sumiko Subwoofers and Wadia - that will reinforce our position as *the* family of the finest audio brands in the world. WOM embraces and builds upon the heritage of its individual brands, each with a history of exquisite craftsmanship and dedication to the art of sound, to reach a new peak in luxury that gives people an unprecedented auditory and sensory experience. We know that in order to reach a new consumer, they need to know what sets our brands apart and truly makes them the best in the category. To achieve this, we will show them vs. telling them via our new brand positioning: THE ART OF SOUND EXPERIENCE.

To bring THE ART OF SOUND EXPERIENCE to life, we have created a flagship Experience Center in New York's trendy Soho neighborhood in the form of a multi-million dollar townhouse for friends and fans of the WOM family to enjoy. It is a place where we can open the doors and invite people in to experience the products and understand for themselves why we deserve to live among other luxury brands.

Mauro Grange, CEO of World of McIntosh, said "Our goal is to help educate people about the profound difference an ultimate quality audio system can make in their lives. The best way for us to do this is to simply let people experience it for themselves, with all its power and emotional connectivity." Charlie Randall, COO of World of McIntosh and President of McIntosh and Wadia, added "We want to provide consumers the ultimate home audio experience – something beyond just an equipment demo. Whether you're a longtime audio enthusiast or just starting to learn about the art of quality sound, the WOM townhouse and Experience Center will allow you to fully understand how luxury audio can enhance your lifestyle."

About World Of McIntosh

World of McIntosh is a family of the finest audio brands collaborating to bring you an unprecedented sensory experience. With a history of exquisite craftsmanship and dedication to the art of sound, WOM embraces the heritage of our brands to reach a new peak in luxury sound systems. www.worldofmcintosh.com

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