

Date: November 18, 2011
To: All B&W Dealers
From: Doug Henderson, VP Sales & Marketing
Re: B&W Press Coverage



Dear B&W Dealer,

It has always been B&W's goal to be "Best In Class" in every category that we enter. Our new Personal Audio Products embody every aspect of that aspiration, from superior product styling to our dedication to the best sound possible. We believe we have hit the mark dead-on with this category as the amount of press, awards, and of course, sales have reached unprecedented levels for the brand. The combined sales of Zeppelin Air, Zeppelin Mini, P5, C5 and MM-1 now account for an additional 200,000 B&W customers a year! These are people that in many cases have never been exposed to the brand before. And they are growing at a phenomenal rate. Stay tuned for another new personal audio product announcement at CES. In the meantime, here is some of the most recent press for these products.

C5

[PC Magazine - Best Of The Year 2011](#)

"The Bowers & Wilkins C5 In-Ear Headphones are more earphones than headphones, but they offer such excellent sound quality and bass response that any semantic argument is meaningless."

[Gigaom.com](#)

"Best all around stereo headset."

[MacLife](#)

"The C5 headset is a killer set of earbuds that do double duty making phone calls, too."

Zeppelin Air

[Wired.com](#)

"Killer sound, period. Wireless AirPlay® streaming adds convenience while maintaining HD audio quality. So many upgrades over the original, yet the

price is the same. Consumes only 0.8 watts in standby mode. Oh, and it charges your iPhone, too.

Zeppelin Mini

[About.com](#)

"iPod/iPhone music systems are available in every size, shape, color and price range, but a few, such as the B & W Zeppelin Mini, stand above the rest. Its high fidelity sound, ease of use and high style should put the Mini on your short list when shopping for a player."

MM-1

[Wired.com](#)

"Terrific sound across the entire spectrum." More than just trophy speakers, the MM-1s produce deep, rich tones and killer bass. The depth of sound excels across genres and mediums."

Sincerely,

Doug Henderson
Vice President, Sales & Marketing