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MERIDIAN AUDIO EXPANDS GLOBAL BOUTIQUE NETWORK TO KUWAIT

Press release



Meridian Audio, Britain's leading manufacturer of high-end audio and visual entertainment systems, is pleased to announce the official opening of its first boutique in Kuwait. Opened in partnership with Meridian's distributor for Kuwait, Electronic Technologies Co., the latest Meridian boutique is situated in the exclusive interior design centre, The Creative Design Mall, in the Shuwaikh district of Kuwait City.

The new boutique is the company's first dedicated showroom in the Middle East and provides the flagship location for Kuwaiti customers to experience Meridian's range of award winning luxury home entertainment systems.

The boutique offers a unique retail experience in Kuwait City and has a number of interactive zones for customers to enjoy:

- **The Gallery:** a dedicated retail zone explaining Meridian's brand heritage and displaying the company's versatile home entertainment solutions
- **The Crown Jewels:** a display cabinet showcasing ground-breaking Meridian products

- **The Orangery:** a flexible, domestic setting featuring demonstrations of Meridian's high performance media system configurations
- **The Meridian Experience:** a dedicated cinema to demonstrate Meridian's class-leading digital theatre systems
- **The Concierge Reception:** an exclusive area where clients can discuss their Meridian solution and review the finer details of their personal requirements

John Buchanan, Meridian's Director of Sales and Marketing, commented: "This new boutique in Kuwait City marks an important business development for Meridian in the Middle East region. We have continued to pursue our retail expansion strategy to capitalise on the persistently strong demand for our class-leading product range and are delighted to be partnering with home entertainment specialists Electronic Technologies Co. We look forward to building Meridian's brand presence in Kuwait where demand for our luxury technology offerings has been increasing steadily since 2008."

International retail design specialists KVB Design developed the concept for the Meridian Kuwait showroom. John Buchanan comments: "The showroom aims to fuse traditional luxury with cutting edge design in a uniquely British way. KVB worked with Meridian to select natural materials such as hard woods, leather and fabrics in combination with technological accents like fine metals, architectural glass and lighting to reflect Britain's reputation for prestige and technical luxury throughout the store. Middle Eastern consumers have long had respect for British quality, innovation and performance which have always been key pillars of the Meridian brand."

The boutique in Kuwait City is the latest dedicated Meridian showroom to launch. The company now has standalone boutiques in England (Oxford), India (New Delhi and Bangalore), Mexico (Mexico City), Chile (Santiago), Taiwan (Taipei), South Korea (Seoul), Singapore plus two in Russia (Moscow). Meridian's first concept store opened in Thailand (Bangkok) in 2009.

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About Meridian Audio Limited:

Meridian is based near Cambridge, UK, and was founded in 1977 by Bob Stuart and Allen Boothroyd. With over 30 years' history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognised as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world's first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company's optical disc players, DSP-based loudspeakers,

video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver both a sweet, natural sound and smooth, crystal-sharp images with true cinematic realism. In late 2008, Meridian acquired leading networked media server developer Sooloos, and today the Meridian Sooloos Digital Media System offers a unique combination of superb digital audio quality with the world's most innovative, flexible and intuitive touch screen.

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