



ELECTROCOMPANIET

If music really matters...

EC Distribution Ltd
Unit 38, Waterside Trading Estate
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Hanwell, London W7 2QA

FOR IMMEDIATE RELEASE

NORWAY'S FINEST ELECTRONICS ARE BLAZING NEW TRAILS IN THE UK

Norway's leading Hi Fi company want to expand their position in the UK marked.

On December 1st the new company, EC Distribution Ltd. assumed the distribution rights for both the UK and Ireland. The company, which is a wholly subsidiary of the parent company and it's formation heralds a new beginning for this well respected company with over thirty years experience in producing Hi End audio equipment. Commented Mikal Dreggevik, the company's Managing Director:

"The last year has seen Electrocompaniet grow by more than 130%, it now has quality distribution in more than 40 countries world wide, so now is the right time for us to make this major move into one of the Europe's largest consumer market."

An innovative sales promotion programme is being launched to encourage more dealers to support the Electrocompaniet. A major advertising campaign to support the re-launch will appear in the specialist Hi Fi titles in addition to this campaign a full programme of reviews is planned for 2008 covering all products. This sales drive will be fully supported by the company from Norway but with the UK subsidiary carrying all stock requirements and with a fully staffed service and repair department in the UK through Simond Matharu at NSS Ltd. Fred Clayton has joined the team to look after sales. He has had previous experience with Electrocompaniet from his days with Castle.

Electrocompaniet also looks forward to building a larger and stronger network for their customers in the UK and Ireland with a newly dedicated service department, more retail locations, more outstanding products at various price points, a new and healthy production facility, and a sensible delivery time for their in-demand products.

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