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For Immediate Release

WILSON AUDIO ANNOUNCES DISTRIBUTION CHANGE
FOR THE GERMAN AND AUSTRIAN MARKETS:

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New Distributor for the German and Austrian Markets

Wilson is pleased to announce, effective immediately, the appointment of a new Wilson Audio distributor for the German and Austrian markets, Audio Reference, GmbH. Also, effective immediately, Wilson Audio has appointed Audio Reference as the official Wilson Audio service center for Germany and Austria.

Mansour became fascinated with high-end audio while still in high school in the 1980s. Soon, music and sound reproduction became his main passion—a passion that continues to this day. After graduating from a technical university in the 1990s, where he earned a Technical Masters Certificate, Mansour turned his obsession into a profession. He started his career at what was at the time one of the largest high-end audio distributors in Germany. During his time there, he gained a valuable understanding of high-end marketing distribution models.

Over time, however, he began to feel the strong need to fulfill an ongoing desire to pursue some of his own marketing ideas and implement his own idealistic understanding of sales and service practices. To that end, he founded his own distribution company around 20 years ago—Audio Reference GmbH, located in Hamburg, Germany.



Mansour further uses his Masters degree to mentor and inspire young people in his community. He is actively involved in and a member of the Chamber of Commerce and Crafts, where he plays an active role within his company to motivate young, inquisitive people to receive more training in the technical area of audio and high-end electronics.

Audio Reference has been a member of the globally recognized High-End Society (who, among other things, hosts the high-end audio show in Munich) since its inception, and now serves as an active member of the HES board.

Mansour's commitment to a strict set of high standards means he only works with the highest quality companies and products—products he would want to own. He distributes only those brands who share his culture of service and excellence, both technologically as well as the reputation of the respective manufacturer.

Wilson Audio's own commitment to design and build the best loudspeakers in the world extends to its business relationships. We seek to build long-term partnerships with distributors who dedicate themselves to the same ideals of excellence in all things that are central to Wilson's culture and values. Many of us here at Wilson have known Mansour since the early 1990s. As we have watched how he has built his company, the quality of his people, and his devotion to an elevated standard of high-end sales and service, we became convinced that Audio Reference was the ideal partner for Wilson's efforts in the German and Austrian markets.

We are very excited about our future together with Mansour and all the great professionals at Audio Reference, and feel fortunate that we have finally come together.

Wilson Audio is honored to appoint Audio Reference to be its exclusive distributor for the German and Austrian market. Mansour is committed to do all that is the necessary to build the Wilson Audio brand and provide excellent service in Germany and Austria. Similarly, Wilson is dedicated to his support and his success.

