



JAYS celebrates 10 years with limited Anniversary Edition of q-JAYS Reference earphones

In celebration of JAYS' 10-year anniversary, the Swedish audio product developer releases a limited Anniversary Edition of its product range front runner q-JAYS Reference earphones.

At JAYS, we never stop refining. Therefore, we are proud to announce that we celebrate our 10-year anniversary by developing a limited Anniversary Edition of our latest q-JAYS Reference earphones. The brand new Anniversary Edition will be precision made by CNC and laser cutting, fine-polished to a unique metal look in an all stainless steel housing. A brand new, high-quality, twisted white cable set will also accompany the new anniversary design, which will be produced in a limited edition of 200 numbered pieces released later this year.

We are happy to also announce that, in light of our genuine belief in everyone's right to the best sound performance, the current q-JAYS Reference earphones will be made available at an adjusted more competitive price. By restructuring our distribution chain for the q-JAYS Reference earphones, we are able to decrease the MSRP and in doing so increase the earphones' competitive power in the global market. The adjusted price concerns the current version of the q-JAYS on all markets.

"We are, and have always been, striving to achieve perfection in everything we do. The limited run of q-JAYS Anniversary Edition is truly something unique, and our way of saying thank you for our first 10 years as a company," says Rune Torbjörnsen, CEO, Jays AB (publ).

MSRP	Audio only	iOS/Android/Windows versions	For more information, please contact:
USD	279	299	Peter Cedmer, Chief Technology Officer
EUR	279	299	Mobile: +46 73 828 52 36
GBP	229	249	E-mail: peter.cedmer@jays.se
SEK	2790	2990	Product URL: www.jays.se/q-jays



Jays AB (publ) is a global Scandinavian brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. The company has a heritage of simplicity that permeates all actions and renders products that are intuitive, timeless, affordable and built to last. JAYS promise is devotion to authenticity and rigorous attention to details through design and engineering excellence. The company is listed on NASDAQ OMX First North in Stockholm, Sweden. Certified Advisor is Remium Nordic AB.