

## JAYS Mobile Music launching in Italy

*The Swedish headphone maker Jays AB (publ) is now strengthening its position further in continental Europe and signs an agreement with one of the leading audio distributors in Italy, Sounders Ltd.*

The Swedish headphone maker Jays AB (publ) has over the last year achieved great success in Europe. With its concept JAYS Mobile Music, several markets has seen JAYS products topping the sales charts for accessories to smartphones, especially with the models a-JAYS Four and a-JAYS One+. In line with a strategy of finding long term cooperation with profiled and successful distributors within high end retail with a strong urban focus, the company has now signed a deal with one of Italy´s most prominent actors in the field, Sounders Ltd, based in Milan. Sounders Ltd. was established in 2010, accumulating over 30 years of experience, successfully launching brands like Tivoli Audio, Audio Pro and Geneva in the Italian market.

"We are pleased to have been able to reach an agreement with a distributor as important as Sounders Ltd. on such an interesting market as the Italian" says Rune Torbjörnson, CEO Jays AB (publ). "Despite the pressured economy in Europe, Italy holds third place after USA and Japan in sales of premium and luxury goods, especially accessories, an area we can see is still growing strong. We have already met a genuine interest for our products in Italy and just recently signed a sponsorship with the education of sound engineers at La Scala in Milan. In the light of an increased focus on quality from our target audience, the youth, we feel that our core values innovation, value and a strong musical experience paves the way for a successful launch of our concept JAYS Mobile Music in a highly music-, art- and culture-oriented Italy. "

"Sounders sees the distribution of JAYS in Italy as fully coherent with the mission to offer some of today's best audio products to Italian luxury consumers" says Sanino Vaturi CEO, Sounders Ltd. "Distribution will start out in Milan with selected retail partners, such as Brian & Barry in their flagship store located in heart of Milan´s famous fashion district. We want to work with JAYS because we understand the offering of luxury products providing an outstanding musical experience designed to deliver and built to last. We know the Italian customer as being experienced and critical and we know that JAYS can offer the emotion, luxury and durability needed to satisfy our market."

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**sounders**  
**Tecnologia che dura nel tempo**

*Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user's body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.*

**JAYS AB (publ)**

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