

## JAYS Mobile Music expands in the Asia Pacific region

*Swedish headphone manufacturer Jays AB (publ) now moves further in establishing a long term presence in the Asia Pacific region and signs an agreement with Australian distributor Powermove.*

The Swedish headphone manufacturer Jays AB (publ) now expands its presence in the Asian Pacific region with a new agreement with Australian distributor Powermove. Jays´ product line is currently represented in Australia at Officeworks, Bing Lee and select Harvey Norman stores, as well as specialist stores such as Jaben Audio and Volume stores. With this expansion follows that JAYS now also can be found in Vodafone stores around Australia. Vodafone Australia has close to 8 million subscribers, and their stores will initially provide a-JAYS One+, within JAYS concept Mobile Music.

“The Asia Pacific region is a dynamic and interesting market for us. Australia alone, has with a population of 22 million surpassed 100% market penetration with 22,5 million mobile subscribers and we can see the obvious gaps to be filled” says Rune Torbjørnsen CEO Jays AB (publ). “The Australian market has also proved one of the most financially strong over recent times, which makes this an even more natural market expansion for our company. This cooperation presents interesting opportunities for us as a provider of Swedish, passionate and innovative, highly qualitative and musical, accessories for a Mobile Music experience.”

**For more information, please contact:**

Rune Torbjørnsen, CEO Jays AB (publ)

Cell: +46 (0)733-730 770

E-mail: [rune.torbjornsen@jays.se](mailto:rune.torbjornsen@jays.se)



*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.*