

Jays fills in the blanks with JAYS Web Store

Swedish headphone manufacturer Jays AB (publ) continues its expansion and now complements its global presence with JAYS Web Store, providing the whole product line online, from Sweden to the world.

Swedish award winning maker of headphones, Jays AB (publ), is now launching its own web shop, JAYS Web Store. Currently building a global network of qualitative distributors to back up its international success, the brand JAYS is rapidly expanding its presence and is now represented in more than 4000 shops in 26 countries worldwide. The demand for JAYS award winning products is however overwhelming, even from regions not yet covered by its distribution. JAYS Web Store is aiming at meeting the demand in a JAYS way, with quality and efficiency.

“We have over the last year noticed a drastically increased international demand for our products in regions where we are not yet represented” says Rune Torbjörnsen, CEO Jays AB (publ). “We are putting a lot of effort in finding the very best distributors over the world and we are successful in doing so. But good things take time and JAYS Web Store is a complement for the currently blank spots. This is a way for us to further engage and activate our audience, building our brand globally and the only way for us to meet the demand from the ones that are most important to us; our friends, fans and followers.”

www.jays.se

For more information, please contact:

Rune Torbjörnsen, CEO Jays AB (publ)

Cell: +46 (0)733-730 770

E-mail: rune.torbjornsen@jays.se

JAYS WEB STORE

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)

Åsögatan 121 | 116 24 Stockholm | Sweden

www.jays.se