

Jays wins shelf space at FNAC in France

Swedish headphone manufacturer Jays AB (publ) continues its expansion across the European market. The company has just won shelf space at France's biggest entertainment and electronics retail chain, after a trial period. FNAC will stock most of Jays product line online and in-store across the chain's 81 stores in France.

French retailer FNAC began life in 1954 as a consumer association aimed at providing electronic products at reasonable prices. The chain has maintained its ideals and is now known for demanding the highest quality in the products it stocks. FNAC also promotes cultural dialogue via annual forums with world renowned names. Today, FNAC has 207 stores in France, Belgium, Brazil, Greece, Italy, Portugal, Spain, Switzerland, Morocco and Taiwan. FNAC is currently stocking a-JAYS One, a-JAYS One+, a-JAYS Three, a-JAYS Four and v-JAYS. After just a few weeks, a-JAYS One has already developed into a best seller.

"We're incredibly excited to get an opportunity to develop the concept of Mobile Music in France with a major European retailer like FNAC. It's a thoroughly modern company that shares our values of high quality and a human focus" says Rune Torbjömsen, CEO Jays AB (publ). "Jays' vision is to provide the best possible sound to the greatest number of people across the globe. With this deal we're dramatically strengthening our European presence in the vital and highly cultured French market, and that fits our brand perfectly."

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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.

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