

# JAYS®

## Jays teams up with Samsung

*Jays has signed an agreement with Samsung, the world's largest manufacturer of smartphones. The deal sees Jays and Samsung team up for a number of joint promotional activities during February 2012.*

The Swedish headphone manufacturer has long had a strong presence in Asia and the new partnership with Samsung will give Jays a further boost. Samsung is the world's largest manufacturer of smartphones by volume, with a 24% market share and 28 million phones sold in Q3 2011 alone. The cooperation will see Jays' award-winning v-JAYS being marketed together with selected products across Samsung's 691 stores and with its other retailers in Korea during February.

"The agreement with Samsung is a great boost for our profile in a key target market. It's also an incredible endorsement of Jays' unrivalled quality and our continued success. Coming from the world's largest manufacturer of smartphones it's a great compliment," comments Rune Torbjörsen, CEO of Jays AB (publ). "Our Mobile Music concept has proven to be a very popular initiative and the response has been staggering. We're continuing with our mission to deliver the highest quality and most musical sound to any media player and this collaboration with Samsung takes us even closer to this goal."

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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 the user's body and soul. The company is expanding rapidly and it's products are being sold in more than 25 countries worldwide.*