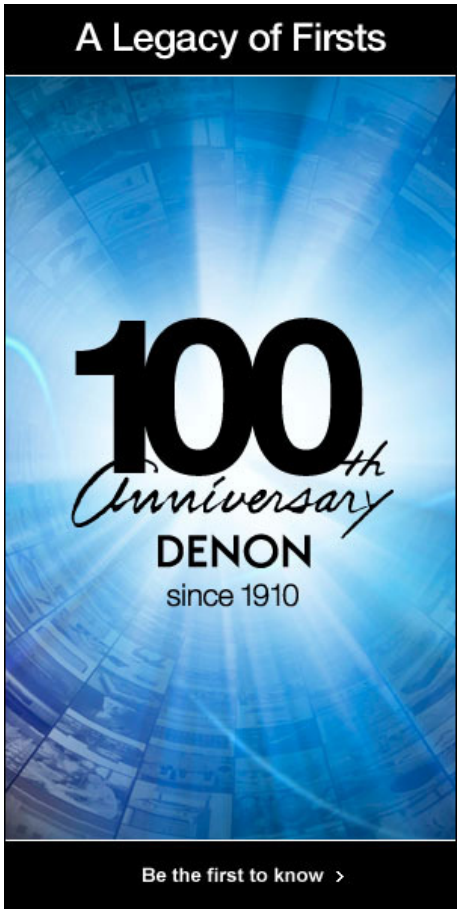


Legacy of Firsts : Denon Celebrates 100 Years Of Passion For Audio

April 26th, 2010 – Denon, one of the world's leading manufacturers of high-quality home entertainment products, is proud to announce a unique jubilee. The year 2010 marks the 100th anniversary of Denon - 100 years filled with "firsts". Denon innovated and brought passion, artistry and the best of technologies to customers around the world, always giving them the best entertainment experience.

Legacy of Firsts

In 1910, in Japan, Nippon Chikuonki Shoukai (Japan Recorders Corporation) was established by an American trader named Frederick Whitney Horn. Along with Japanese partners, he released the company's first products: a single disc record and gramophone. The actual brand name 'Denon' was born in the late 1930s and ever since became a synonym for being first in developing groundbreaking new technologies and products for consumer and professional use.

Throughout this century of innovation, Denon has built a strong Legacy of Firsts including the first professional disc recorder (1939), the first sales of stereo records and stereo systems in Japan (1951) and the first PCM recorder which marked the basis of today's CD format (1970) invented by Denon. In 1982, Denon gave birth to the first consumer-use CD player (DCD-2000), another groundbreaking "first" in history. With the advent of home theatre technologies, Denon again became the first to release a home cinema component supporting Dolby Digital decoding for enjoying the best in multi-channel content.

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