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Press release

Meridian Introduces New Training Strategy for UK and Export Markets

Meridian Academy an Immediate Success

Meridian Audio has developed a comprehensive training programme - the Meridian Academy. The Meridian Academy comprises a series of professionally designed courses to provide Meridian partners and distributors with the tools and materials they need to confidently and successfully market, sell, install and maintain Meridian products, delivering quantifiable benefits for all Meridian retail and installation businesses.

In keeping with Meridian's brand development strategy, the Meridian Academy will help develop the perception of the company, focusing on the luxury and performance facets of the Meridian Experience – aspects that become increasingly relevant as the retail channel develops.

To create and manage the Meridian Academy, Meridian has employed a dedicated Training Manager, CEDIA Certified Outreach Instructor Graham Knowles. "Essentially, the training revolves around three fundamental focus areas: Sales, Technology and Business. Each of these areas is addressed in a separate stream – a group of courses providing exactly what you need to know to improve your selling skills; help you install and support Meridian products; and make the best use of Meridian for your business. Courses can be combined to achieve Meridian Audio Qualifications (MAQs) and certain MAQ combinations will advance a Partner's status from Student up to Master – the ultimate achievement." Graham continues, "The objective is simple: to increase sales by ensuring that our partners can deliver the 'Meridian Experience', dispelling the myths of complexity surrounding Meridian systems and encouraging the development of a logical best practice. In addition, with the introduction of the first-ever Meridian Service course, selected partners can be trained to take on service roles so that we can collectively deliver a better, faster and more effective after-sales and support experience for all Meridian customers."

Each course embraces comprehensive documentation, including a presentation, an in-depth training support document and other material as required. The service course also includes a suite of wide-ranging, easy to follow service guides for current products, some available now but many more scheduled for release throughout 2011. Training documentation is

accessed via a website portal ensuring that the very latest information is available as quickly as possible.

The Meridian Academy has had a highly successful start in the UK, with more than 175 people from a variety of partners and distributors passing through its doors in the first four months alone. Assessment results have been consistently good and feedback has generally been very positive. More than a third of the participants have already come back to take other courses. Additionally, CEDIA certification is being sought for some of the courses so that CEDIA members can gain CEU points (Continuing Education Units).

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About Meridian Audio Limited

Meridian is based near Cambridge, UK, and was founded in 1977 by Bob Stuart and Allen Boothroyd. With over 30 years' history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognized as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world's first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company's optical disc players, DSP-based loudspeakers, video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver both a sweet, natural sound and smooth, crystal-sharp images with true cinematic realism. In late 2008, Meridian acquired leading networked media server developer Sooloos, and today the Meridian Sooloos Digital Media System offers a unique combination of superb digital audio quality with the world's most innovative, flexible and intuitive touchscreen-based home entertainment system.