



Meridian Audio Limited
Latham Road, Huntingdon
Cambridgeshire PE29 6YE
United Kingdom

T +44(0)1480 445678
F +44(0)1480 445686
E info@meridian.co.uk
www.meridian-audio.com



Meridian Announces Loudspeaker Trade-Up Opportunity

Until December 31st 2010 Meridian will offer minimum value trade-up price to existing* Meridian Loudspeaker customers against the purchase of latest digital active models

Meridian Audio is delighted to announce an outstanding consumer promotion whereby the company will offer a minimum value trade-up price for most existing Meridian loudspeakers against the purchase of higher performance, latest specification models. All owners of Meridian floor-standing, stand-mounting, centre-channel and book-shelf loudspeakers will be offered an opportunity to trade-up to the current range of Digital Active Loudspeakers, such as the world renowned DSP8000 pictured.

The trade-up promotion, which is available in UK, US and Export markets, applies to the following Meridian loudspeakers:

DSP Digital Active: DSP6000, DSP7000, DSP5500, DSP5000, DSP3100, and DSP33

Digital Active: D6000, D600, D10, D2500, and D1500

Active: M3100, M33, M60, M100, M30, M20, M10, M3, M2, M1, M2500, and M1500

Passive: A500, A3, A2, and A1

Details of the latest range of Meridian Digital Active loudspeakers can be viewed here:

<http://www.meridian-audio.com/product-by-type/loudspeakers.aspx>

Press release

More details of the trade-up promotion can be viewed here:

<http://www.meridian-audio.com/features/meridian-announces-loudspeaker-trade-up.aspx>

*Terms and Conditions apply. Please contact your local Meridian Premium Partner at <http://www.meridian-audio.com/retailers.aspx>.

Ends/No Embargo/October 2010

All information provided is subject to change without notice.

Meridian Loudspeakers

As inventors of the first consumer active loudspeaker, and originators of DSP loudspeaker technology, Meridian's loudspeakers are the epitome of the company's absolute commitment to exceptional quality and performance. Meridian's range of DSP Loudspeakers is the perfect partner to a Meridian CD Player, Surround Controller or Meridian Sooloos Digital Media System.

For further Consumer information please contact the Marketing Department at Meridian Audio: Stephanie Doyle stephanie.doyle@meridian.co.uk

For further Press information please contact:

Andy Giles at AGA andy@andygilesassociates.co.uk

Henry Griffiths at AGA henry@andygilesassociates.co.uk

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 recognised 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.