

FOR IMMEDIATE RELEASE

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AVTECH MEDIA LTD (UK) ACQUIRES HOME TECH NETWORK FROM TEN: PUBLISHING MEDIA

New group combines AVTech Media's specialist hi-fi/home theatre titles with TEN's Home Tech Network to create the World's Largest Consumer Electronics Audio/Visual publishing enterprise

NEW YORK, NY—AVTech Media Ltd (UK) (www.avtechmedia.co.uk) has purchased the Home Tech Network from TEN: The Enthusiast Network (www.hometechnetwork.com), it was announced today. The Home Tech Network's six brands including *Stereophile*, *Sound & Vision*, *Shutterbug*, *AnalogPlanet*, *Audiostream* and *Innerfidelity* will join with AVTech Media's *Hi-Fi News*, *Hi-Fi Choice*, *Home Cinema Choice* and the *Hi-Fi Show Live*. The new company creates a global powerhouse delivering the largest single specialised AV group on the planet, reaching more than three million enthusiasts/CE consumers through print, digital, social, video and events.

"The synergy between these iconic magazines and websites from both the UK and USA is clear, as are the distinctive brand propositions and target markets of each property. With an ambition to leverage these unique qualities, particularly in the digital space, AVTech Media will offer a diversity and scale that could not otherwise be achieved – delivering a reach into passionate, opinion-forming audiences that is unmatched in specialist AV publishing."

Paul Miller –
Director AVTech Media Ltd/AVTech Media Americas Inc.
Hi-Fi Show *Live* Organiser
President of EISA

The US-based operation will continue to be headed-up by Keith Pray, a 20-year veteran of the consumer electronics industry based in New York City.

"The sheer power and breadth of this newly formed group make the possibilities endless and having a truly strong foothold in the United Kingdom, United States and international market will help us further grow", said Pray, who has served as the General Manager of the Home Tech Network for the past eight years. "My team and I are thrilled to combine forces with the outstanding team at AVTech Media."

Keith Pray –
General Manager
AVTech Media Americas Inc

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