

DENON

For Immediate Release

DENON® REAFFIRMS LEADERSHIP IN ADVANCED A/V RECEIVERS WITH TEN NEW HIGH-PERFORMANCE MODELS

-- Upgraded Line Offers A/V Enhancements and More Advanced Technologies at Lower Price Points; Ideal Home Entertainment Solutions for Every Consumer Need and Budget--

Markham, ON, June 1, 2010 — Denon Electronics, a premier manufacturer of high-quality home entertainment components celebrating 100 years of innovation and technology leadership in 2010, today announced its new line of advanced audio/video receivers with nine state-of-the-art offerings. The lineup features four new affordable, fully featured priced models in the company's popular Retail Home Theater Series line, with expected MSRP and availability in parenthesis, including the **AVR-991** (MSRP: \$1,149, July), **AVR-891** (MSRP: \$899, June), **AVR-791** (MSRP: \$649, June) and the **AVR-591** (MSRP: \$479, June). These join two new, more advanced 7-channel Models, the **AVR-1911** (MSRP: \$729, June), and **AVR-1611** (MSRP: \$569, June). Also announced are Denon's three new "CI-class" receivers (see separate release) geared toward custom integrators, including the **AVR-4311CI** (MSRP: \$2,199, Oct.), **AVR-3311CI** (MSRP: \$1,349, June), and **AVR-2311CI** (MSRP: \$1,029, July). The new models will join Denon's **AVR-4810CI** (MSRP: \$3,849) and flagship **AVR-5308CI** (MSRP: \$5,999) in the company's renowned line of [A/V receivers](#), as well as the company's advanced CI separates including the **AVP-A1HDACI** (MSRP: \$8,799) 12 Channel A/V Preamp and **POA-A1HDCI** (MSRP: \$8,799) Fully Balanced Power Amplifier.

Major Enhancements Throughout the Line

Among the significant enhancements made to all new Denon receivers is the inclusion of HDMI v1.4a Repeater Inputs with 3D (all mandated formats), Audio Return Channel and CEC (Consumer Electronics Control) support. All models feature analog-to-HDMI conversion and HD Audio decoding from Dolby and dts, and many feature advanced multi-zone networking capabilities. Simple one-cable HDMI connections add to simplicity of set-up and use. Dolby Pro Logic IIz decoding is featured on all models providing the enhanced audio experience of front height channels. The new receivers are also engineered throughout to provide consumers with all the features and capabilities they need to enjoy maximum compatibility with today's home entertainment source components. For example, iPod connectivity is featured in all models

throughout the line, with the AVR-1911, AVR-791 and higher models adding iPod Digital Direct via USB, which is also 'Works with iPhone' certified.

All models feature an updated easy-to-use graphical user interface (GUI) or On-Screen Display that make the steps of system setup, operation and displaying other important information much easier for the end user. Notably, the new models all feature on-screen display (OSD) or GUI overlay via the HDMI connection – eliminating the frustrating necessity of additional cable switching or programming interruptions when making adjustments, such as volume, while watching HD content. Further enhancing ease-of-use, all models feature Source/Quick Select Power On and Quick Select options on the front panel and remote control to give end users a one button source, surround mode selection.

In keeping with Denon's commitment to eco-friendly engineering throughout its product line, the standby power of all new receivers is below 0.1 watts, helping eliminate unnecessary power usage.

Denon A/V Receivers: The Culmination of 100 Years of Innovation

The audio/video receiver is at the heart of Denon's ongoing mission to enhance and expand the home entertainment experience for discriminating consumers. Noted Phil Cohn, the company's Sr. Vice President, Sales & Marketing – U.S.: "Denon's 100-year legacy has been distinguished by breakthrough technological innovation at virtually every stage of the evolution of home entertainment, particularly in our advanced audio/video receivers. This year's product line expresses our expertise and drive for innovation, giving people new ways to experience their entertainment, from a dramatically enhanced surround sound experience to interactive web access, multi-zone networking and more. Importantly, our receivers also give content creators inspiring ways to reach audiences with their artistic creations as they were intended to be experienced, including music, movies, games and more."

New Retail Home Theater Series Models: High-Value, High-Performance

Denon's Retail Home Theater Series line for 2010 provides discriminating consumers with a host of upgraded features and capabilities at affordable prices. The line now features three 7-channel models (AVR-791, AVR-891, AVR-991), as well as a 5-channel model (AVR-591). All four offer many of the same high-quality features and capabilities that distinguish Denon

receivers in the marketplace, including some of those found in the company's CI models. Notably, the AVR-991 features Audyssey DSX with Front Height or Width Channels with Sirius Satellite Radio Ready capability, as well as being the least expensive Denon AVR with advanced networking that adds an RJ-45 Ethernet Port for third-party controllers, Mac/PC audio streaming, Internet Radio, Pandora (U.S.), Flickr, a Web browser function and more. All models feature 24-bit/192-kHz Asahi Kasei DACs, and Audyssey Dynamic Volume, Audyssey Dynamic EQ and Audyssey MultEQ. All include analog-to-HDMI video conversion, while AVR-791 and higher feature 12-bit video processing and scaling from Anchor Bay Technologies (ABT).

Dolby TrueHD and DTS-HD Master Audio decoding in the new Retail Home Theater Series models allow for stunning delivery of today's most advanced high-definition audio programming. Models AVR-991 and AVR-891 feature Anchor Bay Technologies advanced video deinterlacing and upscaling, converting SD sources to HD. And thanks to the dedicated Denon iPod dock accessory control port on all models, users may connect and control their iPod/iPod Touch or iPhone using one of Denon's available iPod/iPhone docks, which provides on-screen artist, album and song information.

AVR-1911 and AVR-1611: Multi-Zone Functionality, HD Radio and More

Denon's AVR-1911 and AVR-1611 7-channel receivers represent the leading edge of today's revolution in home entertainment system building. Both offer full two-zone A/V distribution capabilities, allowing users to enjoy a movie in full surround sound in the living room while listening to music distributed to another room or outside.* The AVR-1911 adds the advanced capability of a built-in HD Radio tuner, as well as iPod Direct Connectivity via USB and an advanced Anchor Bay Technologies video deinterlacing and upscaling chipset for converting SD sources to HD.

For more information, visit <http://ca.denon.com/>. For Denon 100th Anniversary and other news, visit <http://www.denon100.com>.

**A home network is required for networking functionality.*

About Denon Electronics

Denon celebrates its 100th Year Anniversary in 2010, carrying on its tradition of excellence with a renewed commitment to the highest quality home theater, audio and software products. Denon is recognized internationally for innovative and groundbreaking products and has a long history of technical innovations, including the development and groundbreaking commercialization of PCM digital audio. Denon Electronics is owned by D&M Holdings Inc.