

Press Release – FOR IMMEDIATE RELEASE

Sonic Emotion 3D Sound Sponsors Lenco Sailing Team

Zürich: 7, June 2011 – Swiss 3D audio technology company, sonic emotion, has now set sail in becoming a proud sponsor of brand Lenco sailing team. Sponsoring the team provides an excellent venue to easily reach a large, active, and affluent audience, providing significant brand awareness for the company especially since throughout 2011 the companies will launch up to seven new products. The carefully chosen newly 3D powered Lenco sailing team will be medal competing in the ORC World Championships taking place in Cres, Croatia from the 18 – 25 June, as well as, the prestigious Copa Del Rey in Palma de Majora, Spain from 30 July – 4 August where even the best sailors of the world come to compete.

As an exclusive sponsor of Lenco sailing team, the sonic emotion brand will be visible not to those just at sea, but also enables sonic emotion's sail on more than one million Lenco gift boxes per year. Overall, the sponsorship strategy undoubtedly strengthens the relations between companies, proving a long lasting relationship for sonic emotion 3D sound technology being further implemented into more and more Lenco products.

While most of the competitors are from the Adriatic region, the Lenco sailing team, until now, is the only Dutch team in the ORCi World's. Currently, more than thirteen countries and over one hundred boats for this significant and high performance Worlds are registered. Not only is this race the Championship of its class, but will also define a pivotal moment for the team, as it is the first time the team sails outside Dutch waters. With having to participate in as many regattas as possible prior to the Worlds, the 3D energized Lenco team has already began to sail their way to victory with the Salona 37 having won the first race on Dutch waters, Y-Toren.

"By becoming a sponsor, it truly provides an outstanding opportunity to showcase sonic emotion 3D sound to a captive audience, which expands our marketing vehicles and propels our business more into the public eye," stated by Andy Macaluso, sonic emotion Director of Sales and Marketing. "This is a unique moment for sonic emotion to gain brand awareness especially throughout Europe and as together we are looking forward in launching up to seven new products with Lenco in 2011."

After participating in the Worlds, the Lenco sailing team will also compete in the Copa Del Rey, the prestigious sailing event in Palma de Majorca, Spain. This race is worldly known to where even the best sailors of the world do not want to miss Palma.

About sonic emotion

As the leading provider of 3D sound solutions, sonic emotion develops groundbreaking audio solutions, which epitomize performance and simplicity and enable sound in previously unheard dimensions. After its success in designing and installing state-of-the-art 3D sound systems in large venues, sonic emotion applied its expertise in the field to offer a scaled down version of the technology to meet the demands of consumers. Step into a new era of 3D audio realism with sonic emotion! For more info check out www.sonicemotion.com

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