

S T E I N W A Y L Y N G D O R F

STEINWAY LYNGDORF OPENS ITS FIRST HOME THEATER SHOWROOM AT THE PACIFIC DESIGN CENTER, WEST HOLLYWOOD

May 15, 2009 – Steinway Lyngdorf, designer and manufacturer of the finest high-performance audio systems in the world, announces the opening of its first US-based home theater showroom in West Hollywood, California.

“Opening our first home theater showroom in Hollywood was a natural choice. The Pacific Design Center brings together the entertainment, design and art communities under one distinctive roof, making it an ideal location for us. We are thrilled with the opportunity to showcase our systems at the Pacific Design Center,” said Peter Lyngdorf, founder of Steinway Lyngdorf.

The showroom is located at the intersection of Beverly Hills and West Hollywood in the award-winning Pacific Design Center (PDC), one of four prestigious Cohen Design Centers. Situated at the crossroads of luxury, arts, design and entertainment, the showroom features a dedicated Steinway & Sons home theater designed by world renowned theater designer, Theo Kalomirakis, as well as a Steinway & Sons media room showcasing the range of extraordinary multi-channel systems.

“We are delighted to have Steinway Lyngdorf join us at the PDC,” said Charles S. Cohen, president/CEO of Cohen Brothers Realty Corporation and owner of the Pacific Design Center. “Their products represent a striking commitment to design as well as technology and we know they will be well received in their new showroom.”

In partnership with Eric Eidelman and Audio Video Interiors, the showroom space is poised to take advantage of the most crucial players in the market for new electronic sales. The PDC appeals to design professionals, which includes interior designers, architects and builders, as well as high-end home owners and Hollywood’s A-List who frequent the center.

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The showroom has two unique listening environments. The first is a dedicated home theater featuring a full multi-channel Steinway & Sons Grand Speaker System - Model LS. Theo Kalomirakis' design for the theater represents a clean break from the more traditional theater interiors that are so common nowadays in the US. Clean lines, streamlined design and creative use of lighting were the principal aesthetic guidelines in designing this theater. The end result is a home theater design and configuration that compliments the contemporary styling of the showroom.

The second listening environment presents a 7.1 Steinway & Sons Architectural Speaker System – Model M in a modern take on a media room. The Model M speakers are mounted both in-wall, on-wall and semi in-wall offering a range of aesthetic options to blend with any decor.

The opening of this showroom follows the celebrated launch of Steinway Lyngdorf's first fully branded show suite in Kuala Lumpur, Malaysia in February 2009. Steinway Lyngdorf's unique global distribution strategy encompasses dedicated showrooms as well as demo suites located in Steinway Lyngdorf's offices and within the commercial premises of selected dealers globally, including Gecko in the UK and Advance Audio in Sydney, Australia. It is part of Steinway Lyngdorf's plan to continually assess the brand and sales viability of establishing dedicated showrooms in the key global markets.

Steinway Lyngdorf is an innovative company formed between Steinway & Sons, renowned maker of the world's finest pianos and Peter Lyngdorf, Europe's preeminent audio manufacturer. The collaboration resulted in the creation of the world's first fully digital, integrated music system – the signature Model D Music System, creating a whole new segment in the world's audio industry.

All Steinway Lyngdorf systems incorporate an advanced version of Peter Lyngdorf's revolutionary RoomPerfect™ technology, which enables the system to adapt to the acoustic characteristics of the listening environment in order to ensure unsurpassed audio performance. A full range of bespoke offerings including wood and colored lacquer finishes as well as the choice of gold or chrome metal accents are available to clients worldwide.

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About Steinway Lyngdorf

Headquartered in Copenhagen, Denmark, and founded by Peter Lyngdorf in December 2005, Steinway Lyngdorf represents Mr. Lyngdorf's consuming passion to create the finest products in the audio industry, without any compromises and without precedence. The company is focused on the design and manufacture of innovative high performance digital audio systems that successfully combines design artistry, finest craftsmanship with perfected technology. The partnership between Peter Lyngdorf and Steinway & Sons resulted in the formation of the privately held Steinway Lyngdorf Holdings Audio A/S and the introduction of its signature product – the Model D Music System. The Model D Music System is the standard bearer - delivering craftsmanship, enduring quality and value, as well as unmatched musical experience to its audience. In 2008, this legacy was enhanced with the launch of the Model C Music System as well as the introduction of the finest Home Theater Sound Systems – Architectural Speaker Systems - Model M series & Grand Speaker Systems - Model LS Series.

For more information, please visit www.steinwaylyngdorf.com

About Steinway & Sons

Since 1853, Steinway pianos have set an uncompromising standard for sound, touch, beauty, and investment value. Handcrafting each Steinway requires up to one full year – creating an instrument of rare quality and global renown. Not surprisingly, Steinway remains the choice of nine out of ten concert artists, and countless pianists, composers and performers around the world. Headquartered in Astoria, New York, Steinway pianos are sold by nearly 200 authorized dealers worldwide. Steinway & Sons is a subsidiary of Steinway Musical Instruments, Inc. (NYSE: LVB), which also owns Conn-Selmer, the nation's leading manufacturer of orchestra and band instruments.

For more information, please visit www.steinway.com

About Pacific Design Center (PDC)

Founded in 1975 and designed by Cesar Pelli, Pacific Design Center is the west coast's largest multi-use facility and is the leading resource for the interior design and the entertainment & arts communities. PDC houses offices for the world's premier entertainment companies, over 130 showrooms and 2,200 manufacturers; and boasts The Museum of Contemporary Art (MOCA); two Wolfgang Puck restaurants (Red Seven & WP); the SilverScreen Theater, a 380 seat state-of-the-art luxury film venue and reception facility; and a 200-seat Conference Center. In 2010 the Red Building will be completed featuring 400,000 square

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feet of Class-A office space. This architectural wonder will complete the composition of Cesar Pelli's original vision for this 14-acre campus. Pacific Design Center was featured on Bravo's competition reality series, Top Design, and has been home to both the Elton John AIDS Foundation Academy Awards party and the HBO Emmy event.

Pacific Design Center is located at 8687 Melrose Avenue in West Hollywood, CA. For more information, please visit www.thepacificdesigncenter.com

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