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**MERIDIAN**  
**PRESS RELEASE**

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## **Meridian appoints Viertron for Benelux**

**Company to handle Meridian & Faroudja for Netherlands, Belgium & Luxembourg**

*Huntingdon, Cambridge, UK, November 11, 2005*—Meridian Audio Limited, the internationally-acclaimed manufacturer of luxury lifestyle audio and video home entertainment products and systems, has announced the appointment of its existing Netherlands distributor, Viertron BV, as the distributor of both Meridian and Faroudja products to the entire Benelux region – The Netherlands, Belgium and Luxembourg.

Founded in 1977, Viertron specialises in the distribution of a carefully selected range of top-quality British home entertainment products, and maintains a roster of enthusiastic dealers throughout the Benelux countries, all dedicated to providing and installing the highest quality sound and image reproduction in the home.

“We are particularly pleased with the way in which Viertron has developed the Dutch market for our products in recent years”, said Meridian’s General Sales Manager Ron Turpie. “We feel sure that they are by far the best-placed to handle, not only Meridian products across the region, but also the exciting new Faroudja video processors and projectors we are now manufacturing”, he went on. “We regard the European market as being particularly significant at the moment, and we believe this appointment will enable us to address one of the important regions of that market in the most effective way,” Turpie concluded.

“Meridian products offer style, elegance and performance,” said Marijn Nederlof, head of Viertron BV. “Meridian’s designer, Bob Stuart, is a recognised world expert on digital technology, and Meridian equipment reproduces sound and pictures with unparalleled purity and quality. We are pleased to be partnering with Meridian to expand the market for both Meridian and the new Faroudja products in Benelux.”

Viertron’s appointment is effective immediately.

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**Meridian Audio Limited** is based in Huntingdon, near Cambridge, UK, and was founded in 1977 by Allen Boothroyd and Robert Stuart. With a 25-year history of innovation and development of the highest quality consumer audio systems, the award-winning company is widely recognized as a world leader in digital and analogue audio reproduction. Meridian developed the world’s first audiophile CD player, the world’s first consumer digital surround controller, developed the MLP lossless packing systems mandated for use in DVD-Audio and now in emerging high-definition disc formats, and is the only UK audio hardware manufacturer to be a member of the DVD Forum. The company’s optical disc players, DSP-based loudspeakers and Digital Theatre systems are unique in the industry, maintaining a super-quality digital audio signal throughout the path from the source to the amplifier, and using digital signal processing to generate advanced crossover characteristics that would be impossible with conventional passive analogue systems. Meridian has recently become the exclusive manufacturer and distributor of Faroudja High-Definition video processors and projectors.