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Shure Sharpens Focus in Europe, Ceases Distribution of QSC Products

Eppingen, Germany, February 6, 2018 — Shure today announced that as of June 1, 2018, the Company will cease distribution of QSC products in Germany and the UK in order to focus on its own product portfolio. The Company continues to grow through the continued expansion of its own product lines, the introduction of new technologies and a successful global business strategy.

“Shure Distribution UK has operated for more than 50 years as a distribution business...handling many of the world’s best known pro audio brands,” said Peter James, Managing Director of Shure Distribution UK. “However, our current portfolio and our future roadmap make this the ideal time to focus on the distribution of Shure products in order to ensure the continued growth of our business and provide our customers with the solutions they need.”

Shure began to invest in the EMEA region in 1991 with the establishment of Shure Europe GmbH in Germany to increase the company’s presence in the region. Since then, the company has expanded its operations and established additional sales and marketing offices in the UK, the Netherlands, Belgium, Switzerland, Austria, France, Russia and Dubai.

“We are privileged to have worked with some of our industry’s best known brands, seeing many of them develop successfully alongside of us, and we hope to continue our collaboration with these companies, and others, long into the future,” added James.

The most prominent of Shure’s distributed brands is QSC, represented by the company in Germany and the UK for 10 and 25 years, respectively.

“We’re proud of our history with QSC,” added James. “Our journey with them from a power amplifier manufacturer to the well-respected, multi-faceted brand they are today has been remarkable and we look forward to continuing to our successful history of collaboration.”

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About Shure

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

