

Jays celebrates Polish partnership with Horn at the world's biggest party, Ultra Music Festival in Warsaw

Swedish headphone manufacturer Jays AB (publ) boosts its expansion across Europe with two new partnerships. One with new Polish distributor, Horn Distribution, and a second with the Ultra Music Festival in Warsaw, Poland 13-14 of July, where the brand will launch a major drive into the dynamic Eastern European market.

Ultra Music Festival, called the world's biggest party, is coming to Warsaw, Poland from 13-14 of July this summer - and it comes with a special Swedish flavour courtesy of JAYS.

UMF is one of the World's premier festivals for Electronic Dance Music, attracting over 200,000 people to its annual events, which have been held in Miami for 14 consecutive years. Now expanding worldwide, UMF hits Europe for the first time with a big bang in July. The lineup is by far the biggest Poland has ever seen, with big names such as Tiesto, Avicii, Steve Angello & Sebastian Ingrosso (Swedish House Mafia), Above & Beyond, Afrojack, Carl Cox and many more, crowned with a very exclusive performance from the legendary Kraftwerk.

JAYS provides a special Swedish ingredient by featuring in the high profile video for UMF Poland's own festival anthem, in national media promotion for the festival, festival artist appearances and with sales on site at the festival.

JAYS is also celebrating its new Polish partnership with Horn Distribution. Horn was established in 1991 and has extensive experience with reputable electronics brands in Poland.

"We're very excited about this opportunity to expand into the dynamic Polish market with Horn Distribution" says Rune Torbjörnsen, CEO Jays AB (publ). "And what could be a better opportunity to launch our partnership than with Ultra Music Festival, another new partner? This festival is fresh and innovative and perfectly represents the JAYS brand. The festival promises to be a celebration of people, music and passion. Its location in the heart of a dynamically expanding market and within easy reach of no less than 21 countries, gives us a real head start with Horn."

www.umfpoland.com

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Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user's body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.

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