

Jays in exclusive cooperation with Frequency Telecom for United Kingdom

Swedish headphone manufacturer Jays AB (publ) further establishes the concept Mobile Music in the United Kingdom with Frequency Telecom as its exclusive distributor, now developing its previous cooperation.

The Swedish headphone manufacturer Jays AB (publ) now further expands in the British market with Frequency Telecom as its exclusive distributor. Frequency Telecom, established in 2002, is one of the fastest growing British mobile distributors and has previously collaborated with Jays in strengthening the brands position with its concept Mobile Music. Frequency currently represents brands such as Motorola and HTC and will now continue its cooperation with Jays in a dynamic position as its exclusive distributor in a market in which it has secured Jays' deals with Dixons Travel and Orange/T-Mobile, United Kingdom's leading mobile operator.

"We are very excited to move forward in our cooperation with Frequency Telecom as our exclusive distributor" says Rune Torbjörnsen, CEO Jays AB (publ). "They have, over the last year that we have been working together, proved that they are most able to optimize the exclusive right to distribute our products in the British market. We look very much forward to work together in bringing award winning, Swedish and innovative musical products to the people."

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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.