



Press release

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Milab Microphones appoints Huahui Audio as exclusive distributor for China

Helsingborg, Sweden - Milab Microphones is pleased to announce that Huahui Audio Technology is now the exclusive distributor for Milab Microphones in China, a collaboration that will mean a big improvement in availability and customer service for Milab products.

"We are very happy to have Huahui Audio Technology as our partner in China," says Thomas Nöjdh, president for Milab. "At a time when a large part of the world's microphones are produced in China, we are delighted to see such a big interest in Swedish microphones in the Chinese market. We have been informed that Huahui conducted a thorough research of various high-end manufacturers before they decided to approach Milab. Our strong product range, meticulous quality control and the fact that we still produce all microphones by hand were important factors in their decision."

The distribution agreement was signed at the BIRTV show in Beijing in August when Huahui also arranged a special seminar where Milab's microphones were introduced to selected clients. The products were very well received, with the first orders placed immediately at the seminar.

Huahui Audio Technology was founded in 2003 and has quickly become an important provider of high-end pro-audio equipment, training and services all over China. With offices in Beijing, Guangzhou and Hong Kong, the primary markets for Huahui are broadcast studios and installations. Huahui Audio Technology represents several highly respected manufacturers, including L-acoustics, Midas, Adam, Klark Teknik, Focal and now also Milab Microphones.

Milab's heritage goes all the way back to 1939 when founder Rune Rosander started building microphones. Today, 70 years later, all Milab microphones are still built entirely by hand in Sweden. Every microphone is measured independently and shipped with an individual frequency chart. All new Milab microphones come with a lifetime warranty.

For more information please visit www.milabmic.com or contact:

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