

**Sennheiser Asia’s President designs the world’s first “audiophile cow” with the latest Wireless Headphone for charity**

**Singapore (14 November, 2009)** - The President and Managing Director of Sennheiser Electronic Asia Pte Ltd, (“Sennheiser Asia”), a market leader of high-end audio devices, has created the world’s first “audiophile cow” for charity.

Mr Ng Chee Soon of Sennheiser Asia took three hours to craft the unique touches to the landscape cow with the Sennheiser’s wireless RS 180 headphone, and dressed it up in musical tunes.

Sennheiser has adopted the cow for S\$5000 in support of the elderly patients at Home Nursing Foundation (“HNF”).

Commenting on his strokes of creativity, Mr Ng said, “Sennheiser believes in contributing back to society to make the world a better place for all. With this audiophile cow, we hope to bring some cheer to the elderly sick and to raise awareness for a good cause. The audiophile cow we have designed is intended to highlight the wonders of music.

No matter what culture we’re from, everybody loves music. As Plato said, music gives soul to the universe, wings to the mind, flight to the imagination, a charm to sadness, gaiety and life to everything; It is the essence of order and lends to all that is good, just, and beautiful.”

The Sennheiser “audiophile cow” will be displayed at the HNF charity walk event, to be held at the East Coast Park, Dalbergia Green on November 14, 2009, from 7am to 11am.

It will be displayed together with other cows painted by children, chief executive officers, heads of organizations and Minister for Health Khaw Boon Wan who will be the guest of honour at the Charity Walk.

Home Nursing Foundation's fun and fit 3km Charity Walk targets to raise \$150,000 to help subsidize the nursing cost of needy elderly patients. Not only will the event hold great activities like quizzes with attractive prizes, there will also be a free health screening for the first 200 participants.

There are currently more than 500 participants already registered for the Charity walk but HNF hopes to attract more than 1,000 people to participate in support for HNF.

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### About HNF

The Home Nursing Foundation is a charitable and non-profit organisation that offers professional home nursing care to the needy elderly in the comfort and privacy of their homes. With the mission to contribute to the needy elderly in the community, HNF serves patients from all walks of life. The organisation is involved in the community through active aging and health promotion initiatives to raise funds, to subsidise the cost of providing long term care to their patients.

### About The Sennheiser Group

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of over €385 million in 2008. Sennheiser employs more than 2,100 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA, and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), K + H Vertriebs- und Entwicklungsgesellschaft mbH (Klein + Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

## About Sennheiser Asia

Fully owned by Sennheiser electronic GmbH & Co. in Germany, Sennheiser Asia was formed in 1992 to oversee the entire Asian market and coordinate activities with distributors in Korea, Thailand, Sri Lanka, Bangladesh, Pakistan, Nepal, Philippines, Brunei, Malaysia, Indonesia, Vietnam, Cambodia and the islands of Maldives and Mauritius. Sennheiser Asia has acquired a strong foothold in the region for all its business segments, which include music/theatre, broadcast, film/studio, consumer, conference, audiology, aviation and call centre. Its product range also encompasses other globally recognized brands such as L'Acoustic, Klein + Hummel and Neumann, enabling the company to compete as a total solutions provider.

*For further information about Sennheiser Asia, please visit us on the Internet at [www.sennheiserasia.com](http://www.sennheiserasia.com) or contact:*

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