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KENWOOD INTRODUCES SIX ADVANCED CD RECEIVERS WITH HIGH-SPEED USB TECHNOLOGY PLATFORM

Las Vegas, NV (January 7, 2010) - Kenwood USA Corporation announced the introduction of six high-value CD receivers with enhanced connectivity to external media devices, made possible by Kenwood's advanced USB technology platform.

A new premium model for 2010 is the **KDC-BT945U** (\$320.00 suggested retail price). A backlit, 5-line LCD display is featured for easier visibility and faster scrolling of multiple music files. Selectable text sizing (3- or 5-line) allows the option to choose larger text or a higher quantity of text depending on user preference. This flexible, multi-lingual display gives the KDC-BT945U the ability to easily operate external media devices such as iPod, iTouch and iPhone, and a unique master control center with volume knob duplicates many of the functions of the iPod for more intuitive operation.

The KDC-BT945U also has a new, built-in Bluetooth circuit by industry-leader Parrott that provides the latest in hands-free performance and phone compatibility. Integration with existing steering wheel controls is possible through a special wired interface (optional adapter might be required). The KDC-BT945U has three 4 volt preamp outputs for lower-distortion audio performance, and built-in low-pass and high-pass filtering tailors the signal for multiple amplifiers and speakers.

The **KDC-MP745U** (\$280.00 suggested retail price) has all of the performance and functionality of the KDC-MP745U but without built-in Bluetooth or the 4V level preamp

outputs. The **KCA-BT300** hideaway Bluetooth module (\$180.00 suggested retail price) can allow for the addition of Bluetooth connectivity at a later time.

For price-conscious customers wanting high-speed iPod integration with Bluetooth connectivity, the **KDC-BT645U** (\$250.00 suggested retail price) is the answer. A front-panel USB input gives the user direct control over an iPod, iTunes or iPhone by simply plugging the unit into the KDC-BT645U through the cable provided by Apple or the consumer can purchase the optional Kenwood KCA-iP101 automotive grade iPod cable. The latest Bluetooth technology circuitry by Parrott is included, delivering the finest connectivity and phone compatibility. A built-in microphone eliminates the need for external microphone installation, making installation easier and providing the KDC-BT645U with even more customer value. The Mixed-Preset Memory feature gives the user one-touch direct access to selected AM, FM, or satellite radio stations (optional satellite radio tuner and adapter required).

Kenwood's integrated HD Radio solution for 2010 is the **KDC-HD545U** (\$220.00 suggested retail price). With built-in HD Radio and iTunes Tagging function, the KDC-HD545U gives the user a full digital radio experience. A front-panel USB input and high-level mini-plug auxiliary input allows for the playback of a wide variety of external media. And Mixed-Preset Memory gives the user one-touch direct access to selected AM, FM, HD Radio or satellite radio stations (optional satellite radio tuner required).

The **KDC-MP445U** (\$220.00 suggested retail price) is a satellite radio-compatible iPod solution. The fluorescent display has two-lines of text that shows song title and artist simultaneously, or other information depending on user preference. A front-panel USB input is ideal for plugging in an iPod and directly controlling it while charging its internal battery. The KDC-MP445U also has a unique high-speed music file search capability via control knob, making it a strong choice for iPod customers. Three preamp outputs with high-pass and low-pass filtering allows for the addition of multiple amplifiers and more control over high and low frequencies.

Finally, the **KDC-MP345U** (\$170.00 suggested retail price) is Kenwood's base model with the USB technology platform. This full-featured CD receiver has the same features and functionality as the KDC-HD545U but without the built- in HD Radio tuner.

<u>Model</u>	<u>Sugg. Retail Price</u>	<u>Availability</u>
KDC-BT945U	\$320.00	March, 2010
KDC-MP745U	\$280.00	March, 2010
KDC-BT645U	\$250.00	January, 2010
KDC-HD545U	\$220.00	January, 2010
KDC-MP445U	\$220.00	February, 2010
KDC-MP345U	\$170.00	January, 2010

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Kenwood Corporate Information

Founded in 1961, Kenwood USA Corporation is a leading developer and manufacturer of audio and video products for home, car, and personal use. Offering more than 250 products, Kenwood is one of the three largest selling brands of audio and video entertainment products in the United States and is recognized by consumers and the consumer electronics industry for providing superior quality, reliability and value.

Kenwood Communications, based in Suwanee, GA, established in 1983, maintains a leadership position in North and South America for mobile and portable two-way radios and custom systems. Clients include prominent federal, state and local government agencies and first responders and private industry including manufacturing, contracting, security, hospitality and education. Kenwood USA Corporation, based in Long Beach, Calif., is the largest subsidiary of Kenwood Corporation (Japan).