

Bowers & Wilkins teams up with Renew Systems to provide their dealer network an online marketing solution.

North Reading, MA – January 7, 2008 – Bowers & Wilkins, a leading manufacturer of high-performance loudspeakers for home audio and home-theater systems, today announced an association with Renew Systems, a leading channel management and marketing systems provider.

"Renew's online marketing toolbox will give our dealers everything they need to compete in the marketplace: the ability to deliver high quality direct mail to their highest value prospects and establish an e-connection, learn when and what their customers plan to buy, and track the results of each campaign," said Doug Henderson, VP of Sales and Marketing for Bowers & Wilkins.

Renew Online marketing toolbox includes:

- Ability to identify segments and customers that are most likely to buy
- An automated marketing toolbox to help save time and resources in creating marketing campaigns
- Campaign tracking and measurements to refine targets and promotional offers

"We understand that the marketing landscape has changed. Consumer buying behavior has changed. Media has changed. Our goal is to give Audio/Video dealers the tools they need to keep pace in this electronic world," said Nasrin Thierer, Founder and CEO of Renew Systems. "Using traditional and online marketing vehicles to capture potential customers' information and email addresses, our clients are immediately notified and can begin creating relationships with them via email. It is an easy-to-use, affordable way to help our clients achieve their marketing and sales goals," she added.

About Bowers & Wilkins

Bowers & Wilkins is Britain's leading exporter of loudspeakers and the number one imported brand in North America. Since 1966, Bowers & Wilkins' "Quest for Perfection" has resulted in a succession of technical loudspeaker innovations that have satisfied the world's most demanding listeners. Its products' rave reviews and universal acceptance as monitors for classical music recording have helped Bowers & Wilkins become the dominant premium loudspeaker company throughout the world.

Additional information about Bowers & Wilkins is available at www.bowers-wilkins.com

About Renew Systems

Renew Systems provides channel management solutions that help manufacturers and their channel partners increase sales with an effective demand generation engine and highly targeted marketing programs. The comprehensive solution includes prospecting and lead generation, customer profiling and segmentation, creative concepts and designs. Renew Online is a division of Renew Systems and uses their On-Q technology to provide an integrated marketing toolbox to small businesses. The online marketing toolbox lets dealers customize their marketing materials based on campaign needs, easily select the right prospects, review the campaign and track the results.

Additional information about the Renew Online marketing toolbox is available at www.renewonline.com

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Bowers & Wilkins contact:

Doug Henderson
VP – Sales and Marketing
Dhenderson@bwgroupusa.com
800-370-3740

Renew Systems contact:

Abbie Ansborg
Director of Marketing
aansburg@renewsystems.com
847.359.9250 x25