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## **FeONIC Enters Norway through Exclusive Distribution Agreement with ConnectIT**

FeONIC Plc ("FeONIC" or "the Company"), the innovative UK audio technology company, is pleased to announce it has signed an agency agreement with Norway-based supplier of complete multimedia solutions, ConnectIT.

ConnectIT produces bespoke multimedia presentations for store chains, shopping malls and stores, providing its clients with custom-made, ready-to-go solutions that include software, hardware, video walls and projectors.

Under the terms of the distribution agreement, ConnectIT will be the exclusive provider of FeONIC's audio solutions in Norway, distributing the products as part of their digital information distribution (DID) systems. The DID systems include TVs, monitors and projectors and can support text, ads, pictures, flash and video sequences.

The FeONIC technology allows its audio products to turn virtually any surface or structure into a high quality loudspeaker with evenly distributed sound. The sound drives can be integrated with any existing audio source, such as PCs, projectors and video walls. As such, FeONIC's audio drives will add a new dimension to ConnectIT's "ready-to-go" solutions that have been designed to allow multimedia presentations/video walls to be set up whatever the location.

Brenda Hopkins, chairman of FeONIC, commented:

"The synergies between FeONIC's audio products and ConnectIT's DID systems are obvious. Working alongside such an organisation opens up a whole new market to the business that to date we have not explored."

Håkon Paulsen, director of ConnectIT, added:

"FeONIC's audio drives add a unique twist to our multimedia presentations. They offer a versatility and flexibility that no other product in the market can match."

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Notes to Editors

1. On 12 May 2009, FeONIC announced an exclusive agency agreement with Techtonic Architechtural Solutions as a sales agent for FeONIC audio products to the construction markets in Jordan, Syria, Lebanon, Iraq, Saudi Arabia, Qatar, Bahrain, United Arab Emirates, Oman, Kuwait, Egypt and Libya.
2. On 30 April 2009, FeONIC released the Company's Interim Results which saw losses cut from £308,883 for the year to £26,680 for the half year.
3. On 13 March 2009, FeONIC announced an exclusive distribution partnership for the UK and Ireland audio installation markets with RSA.
4. On 15 January 2009, the Company announced the formation of FeONIC (SEA) Distribution Pte Ltd with a South East Asia distributor to act as the exclusive distribution and services partner for Singapore, Malaysia, Indonesia, Vietnam and the Philippines. The formation was accompanied by an initial £124,378 of FeONIC product by FeONIC (SEA) Distribution Pte Ltd.
5. On the 22 December 2008, FeONIC announced in its Final Results for the year ended 31 July 2008 that Chinese production facilities were now fully in place for its Audio Drives.
6. In a trading update issued 9 September 2008, the Company announced distributors were now active in Japan, Hungary, Brazil, Singapore and Australia.
7. On 17 April 2008, the Company announced the formation of FeONIC Transport Limited with First Class Partnerships for the sale and distribution of FeONIC product into the railway and transport market.

About FeONIC

FeONIC Plc (PLUS: FEO) designs, develops, manufactures and distributes a range of uniquely powerful audio products. The company's technology turns virtually any resonant structures and surfaces into loudspeakers. The products are currently used in public buildings, the transport industry and the marine environment and are also available for home use. [www.feonic.com](http://www.feonic.com)

About ConnectIT

ConnectIT supply complete multimedia solutions to produce specially adapted multimedia presentations for B2B, store chains, shopping malls and stores. ConnectIT combines the best from the multimedia world, such as text, audio and all types video formats including high definition, using advanced background effects and translations, which in turn is used by international TV stations and some of the biggest advertising companies around the world.

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The directors of FeONIC Plc accept responsibility for this announcement.

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