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FeONIC Appoints Red Square Audio as Exclusive Distribution Partner for Pro Audio installation markets in UK & Ireland

FeONIC Plc (“FeONIC” or “the Company”), the innovative UK audio technology company, is pleased to announce the appointment of Red Square Audio (RSA) as its Exclusive Distribution partner for the Pro-Audio installer markets in the UK and Ireland.

As part of the agreement, RSA has committed to a minimum order of 1000 FeONIC audio drive units over the next six months. In addition, RSA will be responsible for ensuring that all FeONIC installations in the Pro Audio market in the UK and Ireland are only carried out by accredited RSA/FeONIC installers – RSA being in charge of implementing a national training scheme for installers designed by FeONIC.

RSA is recognised as a leading distributor of pro audio products in the UK having been responsible for securing exclusive distribution rights for a range of leading audio brands. Its management team is also highly experienced in managing training programmes on specialist audio products for installers across the UK and Ireland.

Brenda Hopkins, chairman of FeONIC, commented:

“We are delighted to have signed this agreement with RSA – it being in line with our strategy of identifying leading players in key markets and forging exclusive distribution partnerships with them. As with our South East Asia agreement announced earlier this year, the RSA agreement is underpinned by significant commitment for product over a set period of time ensuring that a balanced and scaleable demand for product is achieved. This agreement also has the additional benefit that a national network of trained installers will be created for our market leading technology in the UK and Ireland.”

FeONIC’s unique audio drive technology has the ability to transform a wide range of resonant surfaces – such as table tops, glass, plasterboard or metal sheeting – into a high quality loudspeaker with omni-directional, evenly distributed output. To date its products have been deployed in a broad spectrum of situations from home entertainment use and museums/galleries through to public address systems in the transport sector.

Paul Nicholson, managing director of Red Square Audio, added:

“The response to the initial product demonstrations we have conducted in the industry has been fantastic. We expect the technology to become widely accepted and specified in a very short space of time - it offering Consultants, Designers, Engineers, and Architects a unique and high quality audio solution that can be easily integrated into the structures of buildings. We look forward to working alongside FeONIC.”

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***Notes to editors**

1. On 15 January 2009 the Company announced the formation 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 GBP124,378 of FeONIC product by FeONIC (SEA) Distribution Pte Ltd.
2. 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.

3. In a trading update issued 9 September 2008, the company announced distributors were now active in Japan, Hungary, Brazil, Singapore and Australia.
4. On 17 April 2008 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

About Red Square Audio

Red Square Audio is a Pro Audio Distribution company endorsing high end products. Its aim is to market the most interesting and relevant products in their category and to support the products with in depth knowledge, comprehensive training and 24/7 support. Its portfolio includes INNOVASON consoles and the TANNOY VQ LIVE loudspeaker system.

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The directors of FeONIC Plc accept responsibility for this announcement.