

**Contact:**

Mike Lohman  
Shure Incorporated  
847-600-6417  
lohman\_mike@shure.com

Leigh Sherwood  
Havas Formula PR  
619-234-0345  
sherwood@havasformula.com

**Shure Distribution GmbH Begins Direct Distribution  
of System and Consumer Retail Products in Austria**

**Eppingen, Germany, December 20, 2017**—The Systems and Consumer business divisions of Shure Distribution GmbH are changing to direct distribution in the Republic of Austria, effective January 1, 2018. A newly opened Company office in Schwaz, near Innsbruck in the Tirol region, will be responsible for all sales within the Systems and Consumer divisions in Austria, bringing Shure closer to its Austrian customers in these markets and providing direct points of contact for all technical support and distribution-related matters in that country.

While Systems- and Consumer-related activities will be the responsibility of the new Tirol-based office with the start of 2018, Shure Distribution's pro audio business in Austria will remain with the Company's existing Austrian distribution partner, Kain Audio, based in Salzburg and the nation's capital, Vienna.

"We would like to thank Kain Audio, our long-standing partner in Austria, for the excellent work it has done to promote all aspects of Shure's business for more than 20 years, and we're delighted that they are continuing as our business partners in the Austrian pro audio market," comments Marco Weissert, Managing Director of Shure Distribution GmbH. "Christian Kain and his team have an unblemished reputation for excellence in the Austrian pro audio market, and knowing that they will continue to apply their considerable acumen to supporting our live sound business in Austria makes it possible for us to concentrate on further developing the Systems and Consumer markets."

The new Shure Austria office will be led by Gerd Kostial, who has run Shure's Market Development office in the country since 2015. "We took the decision to move to a direct distribution model in order to cultivate more direct, more personal relationships with our Austrian customers in the future," explains Kostial. "By offering our Systems and Consumer products locally, we can serve our customers and their projects more quickly, comprehensively, and flexibly. We can also recognize and respond to their needs faster, feeding their practical requirements into our product development cycles more rapidly."

Shure Applications Engineer Christian Thöni, already well-known throughout the Austrian Events and Installation market for his extensive experience, will continue to provide customers with support through Shure Austria. Gerd Kostial and his staff at the new office will also be supported by the 30-strong Shure Distribution team in southern Germany.

"We became Shure's distributor in 1995 and have enthusiastically promoted and developed the brand in Austria since that time," adds Christian Kain, Managing Director of Kain Audio-Technik. "We learned of Shure's decision with heavy hearts, but change is always healthy in a business, and nothing stays the same forever. We are also delighted to continue as Shure's representative for the pro audio market in this country. Our slogan at Kain is 'Your Partner In Sound,' and that is exactly what we continue to be for Shure's live sound, rental, and professional customers in Austria, as well as the many small dealers throughout the country."

Shure Distribution GmbH  
Austrian Office  
Münchner Straße 11  
6130 Schwaz, Österreich

Tel: +43 5242 22267  
Mobile: +43 664 2622963  
E-Mail: [Kostial\\_Gerd@shure.at](mailto:Kostial_Gerd@shure.at)  
[www.shure.at](http://www.shure.at)



*Gerd Kostial, Shure*



*Christian Kain, Kain Audio-Technik*

### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

### **About Kain Audio**

Austrian audio facilities company Kain Audio was founded in 1963 and has offices in Salzburg and Vienna. The privately run company has been applying its comprehensive knowledge of pro audio and live sound for more than half a century. Because it acts as the distributor and partner for many significant pro audio brands in Austria, Kain Audio is able to offer its clients complete turnkey

**SHURE**<sup>®</sup>

LEGENDARY  
PERFORMANCE™

**PRESS RELEASE**

solutions tailored to their individual requirements, and oversee project implementation from planning and product sourcing to implementation and commissioning. The company watchword is: our clients' success is our success, and our commercial relationships, be they with end-users, partners or suppliers, are all based on mutual long-term trust and respect.

###

