

Sennheiser Global Relations gear up for Live Earth

Wedemark, July 2, 2007 — Sennheiser's newly established global relations team are laying the groundwork in support of the huge Live Earth series of shows set to take place around the world on July 7. The shows, in support of environmental charities, will be held in London, Sydney, New York, Shanghai, Rio de Janeiro, Istanbul, Johannesburg, Hamburg and Tokyo. They will feature both local artists as well as some of the biggest acts in music worldwide.

Sennheiser is working alongside artists who use the company's products, and at the same time has reached out to both production and sound hire companies associated with these concerts with an offer of any support required.

To ensure seamless and frictionless support for megastars such as Madonna, The Foo Fighters, Joss Stone, The Police and Tim McGraw, the Global Relations team is committed to providing red carpet treatment. "The July 7 events are an extremely important project for the entire Sennheiser organization, because environmental responsibility rates very high with us," said Greg Beebe, Director Global Relations. "We are very much looking forward to supporting artists and PA companies wherever possible."

As one of the world's leading manufacturers of microphones, headphones and wireless transmission systems, the Sennheiser Group with its headquarters in Wedemark near Hanover, Germany, had total sales of about €300 million in 2005. The export share is 82.5%. Sennheiser has a total workforce of more than 1,650 employees, of whom about 60% are employed in Germany. Sennheiser is active worldwide and, in addition to other partnerships, has its own sales subsidiaries in France, the UK, Belgium, the Netherlands, Denmark, India, Singapore, Canada, Mexico and the USA.

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Press Release