



For Immediate Release:

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LEISURETECH APPOINTS AN AUSTRALIAN DISTRIBUTOR FOR FORTÉ ELECTRONICS

FORTE ELECTRONICS IS COMPRISED OF FORTE A-BUS, IR AND CABLE, FOR THE CUSTOM AV INDUSTRY AND ELECTRICAL MARKETS.

Sydney NSW, AUSTRALIA, Thursday, 24 January -- LeisureTech Electronics has the pleasure in announcing the appointment of QualiFi Pty Ltd as the Australian distributor for Forté Electronics range of products, which includes their A-BUS multi-room audio as well as their well known "Low Loss" speaker cable and Infrared range.

Andrew Goldfinch, managing director of LeisureTech said, "It is time to make some changes in the company to better suit the market and allow our company to devote more energy to developing its own technology. LeisureTech will continue to manufacture and develop its Forté product range, as well as its ongoing OEM and A-BUS licensing business. We are looking forward to working with QualiFi in the Australian market. They will provide us with improved representation throughout the country to allow for the growing demand of A-BUS in the market place and emerging markets."

Michael Henriksen said, "We have a long association with A-BUS through our association with Jamo. Forté A-BUS offers a much more comprehensive range of products including their popular A-BUS/*DIRECT* speakers and BlueTooth capability, which truly separates A-BUS from the rest."

Andrew commented, "Despite difficult market conditions, A-BUS Cat5-technology sales have been on the rise over the last two years worldwide. We contribute this to recent changes in

technology. The A-BUS simplicity and cost effectiveness works very well with new IP based music sources which are controlled via iPads, etc. These are replacing the need for expensive control systems in traditional MRA systems. With music now being so mobile, the unique A-BUS local amplification with its local source capability, available now in BlueTooth, demonstrates how well A-BUS fits in with the market of the future.”

Martyn Shirley, QualiFi’s Custom Division Manager, will head up the Forté introduction at QualiFi. He indicates, “My experience with A-BUS goes back to my days at Audio Partnership in the UK. We plan to continue offering this wide range of Forté customised kits, so dealers can deliver cost effective solutions to their customers.”

Andrew said, “I would like to thank our team for all their support, particularly Phillip Maljevac through the years. LeisureTech was founded in 1977; we are proudly Australian, and will continue our presence in Australia, delivering high quality products under the Forté brand through another long-term and reputable Australian company such as QualiFi.”

About QualiFi Pty Ltd

In 1982 Michael Henriksen moved from Denmark to Australia and founded the company as the sole Australian distributor for Jamo. Over the past 30 years, the company acquired a number of additional brands and is now also the sole Australian distributor for Marantz, MK Sound, Stealth Acoustics, URC, ZVOX, Q-Link, Audio Pro, PS Audio, Mordaunt-Short and Voco.

QualiFi has 28 staff Australia-wide, and Head Office in Mount Waverley (Victoria) consists of over 40,000 square feet of offices, showrooms, service department and warehouse facilities.

In the past 10 years, QualiFi has increased its focus on the CI channel. As a founding member of CEDIA Australia (1994), the company has a strong relationship with Australian CEDIA members and other Custom Integrators. QualiFi has contributed to industry training events, including CEDIA TCP-IP courses. Specific product training and product support is available from in-house tech support staff.

About A-BUS®

A-BUS is a unique, proven technology for multi-room audio that utilizes a single Cat-5 cable to carry signal, data, infrared, status and power. This ingenious approach places the amplifiers closer to the speakers, enabling superior sound quality, increased flexibility, simpler installation, consumer-friendly operation, energy savings and greater affordability. A-BUS is patented in Australia, New Zealand, Canada, Mexico and the United States.

About LeisureTech Electronics

Founded in 1977, LeisureTech Electronics is a global OEM technology provider and manufacturer for the residential systems market. LTE founder Andrew Goldfinch teamed up with Len Andrews in 1989, and in 1997 the enterprising duo invented A-BUS, a revolutionary technology for multi-room audio.

A-BUS, launched worldwide in 2000, is licensed to leading CE manufacturers and quickly became the standard for affordable multi-room audio applications in the US. In 2005, LeisureTech opened its own design and manufacturing facility to support its rapid growth while providing expanded resources for its customers. In 2009, LeisureTech branded its own line of A-BUS under Forté and added its 15 year well known Australian IR & A-BUS Cable product as part of the Forté family with new components and new standard features not found in any other IR systems world-wide. www.leisuretech.com.au; www.forte-electronics.com; www.a-bus.com.

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