

## **Sony DADC grows its Consumer Sales business via strategic partnership with LucidSound<sup>®</sup>, distributing range of premium gaming headsets across Europe**

- Sony DADC extends its positioning as retail services provider of entertainment and consumer electronics, accessory brands and media
- LucidSound<sup>®</sup> a premium name in gaming audio headsets, signs strategic partnership with Sony DADC to provide sales, service and retail distribution across multiple European territories
- Products include licensed LS50X Snoop Dogg Limited Edition Headset

**Salzburg, Austria and Carlsbad, CA, 07.05.2020** - Sony DADC a leading supply chain services provider for the entertainment industry and beyond, announced today that their Consumer Sales unit has signed a strategic partnership agreement with LucidSound<sup>®</sup> to distribute its range of premium gaming audio headsets throughout Europe.

Sony DADC will provide full 'go-to-market' sales, distribution, marketing and support for LucidSound<sup>®</sup>, with plans to introduce its full range of gaming headsets to key European territories.

The Consumer Sales unit was first announced in August 2017 and is a fresh initiative, designed to diversify the business and further positions Sony DADC as the number one provider of retail services for entertainment, consumer electronics, accessory brands and media.

Sony DADC's Consumer Sales business unit offers an end-to-end solution for partner brands, utilizing their existing distribution and warehousing capabilities as well as their own services offering, bringing brands to retail via their own direct to retail sales team. Sony DADC's Consumer Sales business unit will connect products and services directly to the largest retailers.

Based in San Diego, California, LucidSound<sup>®</sup> is a highly regarded provider of premium gaming headsets targeting a lifestyle consumer. Celebrated for their unique aesthetic and signature control scheme, LucidSound headsets are positioned towards the discerning gamer. The LucidSound management team will be working with Sony DADC's Consumer Sales unit to bring their highly regarded product line to key European territories.

Chris Von Huben, CEO of LucidSound commented, "We have quickly established our brand as a top-tier provider of gaming headsets, differentiating ourselves from our competitors through premium design, engineering and design. Our collaboration with Snoop Dogg for a limited-edition headset is proof positive of our appeal which transcends commodity gaming. We're delighted to be working with Sony DADC who we are confident will help our brand gain market share across Europe."

Chris Spearing, Vice President of Sony DADC's business unit Consumer Sales said, "We believe LucidSound<sup>®</sup> is the first gaming lifestyle audio brand with enormous potential across Europe, and we're pleased to announce them as the next partner to join the Consumer Sales unit. As a well-established, reliable retail services provider, Sony DADC is able to offer a true end-to-end retail solution will we believe will offer an enticing proposition to retail and consumer alike. We look forward to bringing the innovative range to Europe this summer."

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### **About Sony DADC**

Sony DADC is a leading end-to-end service provider for the entertainment industry and beyond, offering world-class digital and physical supply chain solutions and optical media replication services. The company's network consists of service offices, optical media production, distribution and digital facilities worldwide. Find out more at: <https://www.sonydadc.com/solutions/consumer-sales/>

### **About LucidSound**

LucidSound is committed to designing premium quality audio products for gamers. Uncompromising in its insistence for audio excellence, LucidSound crafts audio products specifically for the needs of gamers and their everyday life. Strikingly different in appearance from traditional gaming hardware, the LucidSound family of

products unlocks the emotion and intensity of modern gaming audio, elevating the experience for gamers everywhere. Find out more at: <https://www.lucidsound.com>

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