

**PURE puts its weight behind Germany's first national digital radio multiplex
German commercial broadcasters facilitate European digital radio revolution**

London, UK 16th December 2010: PURE, the world leading radio maker, announces its full support for the launch of Germany's first national digital radio multiplex, which will revolutionise the European digital radio landscape.

Germany's public broadcaster, Deutschlandradio and commercial broadcasters, REGIOCAST DIGITAL, Die Neue Welle Rundfunk-Verwaltungsgesellschaft mbH & Co. KG, Entspannungsradiog GmbH i.G., ERF Medien e.V., Radio 97,1 MHz Hamburg GmbH (ENERGY) and REGIOCAST DIGITAL GmbH are working together to deliver national digital radio services in 2011 alongside the launch of regional DAB+ programmes offering German listeners more choice than ever before.

Says Colin Crawford, PURE's director of marketing: "The launch of Germany's first national digital radio services is both historic for German radio listeners and an enormous step forward in the foundation of the DAB family of standards as the radio technology of choice for Europe and beyond. PURE is committed to supporting this historic announcement by bringing to market our full digital radio range - the world's largest range of globally compatible 'profile 1' digital radios – via our long-standing office in Frankfurt and strong relationships with leading German retailers".

Germany joins a growing number of European countries who have chosen the DAB family of standards (DAB, DAB+, DMB) as their national digital radio standard including UK, France, Italy, Spain, Denmark, Belgium, Hong Kong, Hungary, Malta, Monaco, Netherlands, Norway and Switzerland. Digital radio is also on test and trial in Croatia, Poland, Portugal, Ireland and Sweden. By going digital the radio industry is adhering to the EU Digital Agenda by putting European listeners and businesses at the forefront of a digital revolution creating jobs and increasing investment within Europe.

For more information, please visit www.pure.com or call +44 (0) 845 1489001.

ENDS

About PURE

PURE is the world's leading manufacturer of broadcast and internet-connected digital radios, the number one supplier of digital radios in Europe and the creator of the EVOKE-1S, the world's most popular and iconic digital radio. PURE radios increasingly support all the broadcast standards in the DAB family used across all key markets in Europe and beyond. PURE is also leading the way in internet-connected radios based on its Flow technology and the PURE Lounge portal (www.thelounge.com). Designed and engineered in the UK, all of PURE's products are manufactured with the environment in mind and at ethically audited facilities. PURE is a division of Imagination Technologies Group plc. See www.pure.com.

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