

Tune into a summer of sport with Pure
Fly the flag for the UK with a special edition Pure digital radio



London, UK 29th May 2012: Pure, the world-leading maker of wireless music and radio systems, presents the 'One Mini Union Jack' and 'One Mi Union Jack', two new special edition, patriotic digital radios to celebrate this year's summer of sport.

Listeners can tune into the new national BBC 5 Live Olympics Extra digital radio station, which will carry exclusive coverage for the duration of the games. One Mini Union Jack and One Mi Union Jack will be available through leading electrical retailers from June 2012. Both special edition digital radios are ideal travelling companions and offer surprisingly punchy audio despite their compact dimensions.

One Mini Union Jack (SRP £49.99)

- Digital and FM radio
- Plug in an iPod or MP3 player via the auxiliary input
- 20 hours of portable listening when fitted with the option ChargePAK B1 (SRP £27.99)
- 16 presets
- Headphone socket
- textSCAN to pause and control scrolling text
- USB socket for future updates

One Mi Union Jack (SRP £34.99)

- Digital and FM radio
- 18 hours of portable listening when fitted with the optional rechargeable A1 ChargePAK (SRP £17.99)
- Clear digital LCD display
- 16 presets
- USB socket for future updates

Please visit www.pure.com, Pure's new Facebook page at www.facebook.com/pure or call 0845 1489001 for more information.

Editor's Notes

One Mini and One Mi Union Jack are part of EcoPlus™, Pure's ethical philosophy and ongoing commitment to look after the environment. All Pure products are designed to minimise their environmental impact and manufactured in ethically approved facilities. They have reduced power consumption in operation and standby, use recycled packaging materials, have the smallest possible packaging and components selected to minimise environmental impact.

About Pure

Pure is the world's leading manufacturer of wireless music and radio systems, the world's leading supplier of digital radios, and the creator of the Evoke-1S, the world's most popular and iconic digital radio. Pure leads the way in wireless music systems and cloud services with the Pure Lounge portal (www.thelounge.com). Pure radios support all the broadcast standards in the DAB family used across all key markets in Europe and beyond. Designed and engineered in the UK, all of Pure's products are assembled with the environment in mind and at ethically audited facilities. Pure is part of the Imagination Technologies Group. See www.pure.com.

Contact:

Vicky Hewlett

tel +44 (0)1923 260 511

Pure

Imagination Technologies

e-mail: Vicky.hewlett@pure.com

Home Park Estate

Kings Langley

Herts WD4 8LZ