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Bowers & Wilkins Presents An Extraordinary Sound Sessions Event With Coldplay In Conjunction With Their September 16 Austin City Limits Festival Headline Performance

North Reading, MA — August 25, 2011 — Bowers & Wilkins has confirmed superstar rock band **Coldplay** as part of its exclusive Sound Sessions music series.

“Our Sound Sessions are designed to elevate the listening experience for our fans, and music fans alike by showcasing our best-in-class performance audio products with the finest artists in the world. The opportunity for us to bring passionate music fans together to listen to Coldplay’s new album before its release, meet the band and watch them perform live at the Austin City Limits Festival is extraordinary and the epitome of the mission of the Bowers & Wilkins Sound Sessions series,” said Tyler Fairchild, Director of Strategic Brand Development for Bowers & Wilkins.

The invite-only Bowers & Wilkins Sound Sessions are part of the company’s experiential marketing campaign in North America designed to engage with audiences directly by offering fans access to VIP-only, listening events with their favorite artists while experiencing the most accurate reproduction of music through their flagship 800 series speakers and wireless Zeppelin Air iPod Speaker Systems.. Recent Sound Sessions events were held with urban pop star, Tinie Tempah, in New York City and Academy Award-winner, Jeff Bridges, in Los Angeles, where each attendee received a pair of Bowers & Wilkins unparalleled P5 Noise Isolating Headphones.

Coldplay's fifth studio album, *Mylo Xyloto*, (pronounced my-lo zy-letoe), will be released in the US in digital, CD and vinyl formats on October 24th and follows 2008's *Viva La Vida*, which charted at No. 1 in 36 countries, including the United States and the United Kingdom. Coldplay, comprising of members Guy Berryman, Jonny Buckland, Will Champion and Chris Martin, has sold more than 50 million records worldwide and won numerous awards, including seven GRAMMY® Awards, six Brit Awards and four MTV Video Music Awards.

For the Coldplay Sound Sessions event experience, three lucky winners and their guests will receive a VIP trip to Austin, Texas to meet Coldplay, be one of the first to listen to *Mylo Xyloto*, watch their performance live at Austin City Limits Festival on September 16, 2011 and take home a pair of the amazing Bowers & Wilkins P5 headphones.

This exclusive event has been posted across a variety of social media platforms including the Bowers & Wilkins social media sites, Twitter, Facebook, and YouTube as well as music blogs, websites, and artist pages inviting fans and followers to register to win tickets to attend the event at www.bwsoundsessions.com and www.facebook.com/bowerswilkins.

Bowers & Wilkins social media sites:

Bowers & Wilkins Sound Sessions: www.bwsoundsessions.com

Facebook: www.facebook.com/bowerswilkins

Twitter: [@bowers_wilkins](https://twitter.com/bowers_wilkins)

YouTube: www.youtube.com/bowerswilkins

About Bowers & Wilkins:

Bowers & Wilkins is Britain's leading exporter of loudspeakers and the number one imported brand in North America. Since 1966, Bowers & Wilkins' "Quest for Perfection" has resulted in a succession of technical loudspeaker innovations that have satisfied the world's most demanding listeners. Its products' rave reviews and universal acceptance as monitors for classical music recording have helped Bowers & Wilkins become the dominant premium loudspeaker company throughout the world.

Listen and you'll see.