



PRESS RELEASE

Fresh new look for Rycote

Rycote – respected by film and sound professionals world wide and viewed as the industry standard for microphone windshields, shock mounts and all related microphone accessories – has developed a striking new identity.

Over the last few months Rycote has been creating a more dynamic and bold image for the company and its products. Barneys Strategic Communication has been working with Vivienne Dyer, Rycote MD, to create a new look which marks a new phase in the company's plans for the future.

Rycote Managing Director, Vivienne Dyer commented: "We have new and exciting plans for the future, both through continued innovative product development and in the way we will be raising our profile in the year ahead. Endorsed by the new strapline "Sound Sense", we are actively planning new initiatives that will raise our Rycote brand image and which will directly benefit our distributors. Similarly we will be supporting our valued customers with more new products and product enhancements in the coming months."

The new Rycote identity is already rolling out with the first phase of the refreshed website plus redesigned product packaging and product branding. Visit www.rycote.com.

ENDS

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