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SHURE CELEBRATES 90 YEARS IN PROFESSIONAL AUDIO

Niles, IL, April 23, 2015 – Generally recognized as the most trusted brand in audio, Shure Incorporated is celebrating its 90th year as an industry leader in professional audio. From its humble beginnings as a one-man company selling radio parts kits, Shure now offers a diverse portfolio of wired and wireless microphones, listening products, personal monitoring systems, phonograph cartridges, and conferencing and discussion systems. Shure products have been used by such luminaries as Martin Luther King, Jr., Elvis Presley, and every United States President since Lyndon B. Johnson.

There have been many milestones in the Company's 90 year history:

- The introduction of the first single-element unidirectional microphone, the Unidyne®, in 1939 changed the way microphones are made to this day; an accomplishment that was honored with an IEEE Milestone Award in 2014.
- During World War II, Shure provided microphones to the U.S. military, meeting all military testing specifications for its products that the Company continues to uphold.
- The SM57 and SM58®, developed in 1965 and 1966 respectively, remain two of the most popular and widely-used microphones in the world today.

Several recent additions to the Shure product portfolio have set new standards for audio quality and performance. The Shure Axient® Wireless Management Network was the first wireless microphone product to detect interference and automatically change frequencies. SE846 Sound Isolating™ Earphones feature a groundbreaking low-pass filter, a true subwoofer that enables deep low-end performance without sacrificing clarity or detail. And, the soon-to-be-released MOTIV™ digital products are a new plug-and-play microphone line suited for individuals looking to capture high-quality audio for vocal/acoustic recording, podcasts, YouTube videos, field recording, and more.

“Our founder, S.N. Shure, was dedicated to creating products of exceptional sound quality, durability, and technical innovation,” said Sandy LaMantia, President and CEO of Shure Incorporated. “His vision, combined with the passion, expertise, and creativity of our Associates has led us through 90 years of success. We are very appreciative to all of our customers and channel partners for their support over the years.”



S.N. Shure, taken at the Huron Street facility in Chicago, 1945

About Shure Incorporated

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States. The Company also has regional sales and marketing headquarters in Eppingen, Germany, and Hong Kong, China, with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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