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**NICO EFTHYMIADIS AND SHURE CELEBRATE 45-YEAR PARTNERSHIP**

**Niles, IL, July 15, 2015** –This year, the N. Efthymiadis Company is celebrating its 45<sup>th</sup> year as Distributor for Shure Incorporated in Greece. Owner Nico Efthymiadis accepted a special commemorative certificate from Shure President and CEO Sandy LaMantia.

“For more than four decades, we have maintained a strong partnership built on productivity and cooperation,” said LaMantia. “It is a testament to the hard work and dedication of each and every employee, past and present, at N. Efthymiadis. We appreciate their support in our continued commitment to providing great sound to the world.”

Nico Efthymiadis began his relationship with Shure as an importer of phonograph cartridges. He facilitated successful installations of Shure audio equipment at international trade fairs and stadiums, and earned the opportunity to become the exclusive Shure Distributor in Greece for all Shure products.

The N. Efthymiadis Company offers its customers in Greece industry-leading and professional audio solutions. Shure values its network of global channel partners and has built strong relationships with Distributors worldwide by demonstrating its commitment to quality, loyalty, and trust.

“Throughout the years we have visited, talked, and cooperated with Shure Associates from different countries with different cultural backgrounds, and all of these people had the same passion and were part of the same family: The Shure Family,” said Efthymiadis. “Our 45-year partnership was and remains an exhilarating cooperation, leaving me only with the best impressions and a success story.”

**About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://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.