

FOR IMMEDIATE RELEASE

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**SHURE INCORPORATED NAMED POLYCOM® TECHNOLOGY PARTNER INNOVATION AWARD
FINALIST OF THE YEAR**

*Polycom recognizes Shure for excellence in innovation and customer success for Integrating Shure
Microflex® Wireless Microphones with Polycom conference room solutions*

Niles, IL, February 1, 2016 – Shure Incorporated, manufacturer of microphones and audio electronics, has been named a Polycom Technology Partner Innovation Award Finalist.

Polycom recognized its top partners with its 2015 Circle of Excellence Awards during TEAM Polycom 2016, the company's annual partner conference, held in Nashville, Tennessee, January 11-14, 2016. Honorees excel at incorporating value-added solutions and services that create lasting value for customers. These partners also demonstrate the highest level of expertise in implementing Polycom's solutions, while delivering best-in-class performance and exceptional sales results.

"We greatly value our Polycom partnership, and we are quite proud to earn this Polycom Technology Partner Innovation Award," said Chad Wiggins, Category Director at Shure. "This award further enhances this partnership and signals to our customers that the elite audio experience provided by Microflex® Wireless can seamlessly integrate with their Polycom UC&C infrastructure."

"The needs of the modern workplace are constantly evolving, so it's critical for Polycom to have partners like Shure who can meet our customers' complete business needs with transformative solutions today and into the future," said Chris Jones, Polycom Americas, Sales and Worldwide Partner Organization. "We congratulate Shure and look forward to supporting their continued success."

Shure is part of the Polycom Partner Network. Its almost 7,000 members embrace and extend Polycom's open standards-based video collaboration solutions to deliver comprehensive voice, video, and content collaboration solutions for the enterprise as well as applications to support a growing number of use cases across vertical industries such as healthcare, education, government, manufacturing, financial services, media, and entertainment and across business functions such as human resources, facilities, engineering, and sales. As part of the Polycom Partner Network, technology providers, ISVs, solution advisors, integrators, service providers, and other companies can work with Polycom and each other to deliver tailored solutions for the multi-faceted needs of today's organizations.



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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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