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Harman Teams with Sir Paul McCartney on JBL "Hear the Truth" Campaign

McCartney support embodies JBL's promise that consumers hear music the way artists intended

STAMFORD, Conn.--(BUSINESS WIRE)-- Harman International Industries (NYSE: HAR) announced today that rock legend Sir Paul McCartney will star in the next phase of JBL's "Hear the truth" brand campaign. A life-long user of JBL equipment in the studio, on tour and at home, McCartney's appearance as a JBL "Hear the truth" artist is a testament to the enduring impact the brand has had on musicians and music fans since the dawn of the rock era.

A television spot featuring McCartney will debut Feb. 12 during the 54th Annual GRAMMY Awards with a print and online campaign to follow. Additionally, JBL will be a sponsor of McCartney's upcoming summer tour.

"Music fans should not settle for good enough when it comes to listening to their favorite artists. They should not have to sacrifice the quality of the music for the sake of convenience that comes with digital music," said Dinesh C. Paliwal, Chairman, President and CEO of HARMAN. "The JBL 'Hear the truth' campaign is about acoustic quality and features artists who want their fans to listen to music as it was intended to be heard. Sir Paul McCartney is the ideal representation of why great music has lasting impact and the importance of high-quality sound reproduction. JBL is held in high esteem worldwide by musicians, and our goal is to faithfully recreate their music through JBL products."

The new "Hear the truth" ad will feature McCartney and his new single, "My Valentine," from the album "Kisses on the Bottom," which was released Feb. 7. McCartney will receive a star on Hollywood's Walk of Fame on the 9th, and commemorate his new record with a live streaming performance from the famed Capitol Studios. The following day, the 14-time GRAMMY winner will be honored as the 2012 MusiCares Person of the Year. The award celebrates McCartney's exceptional artistic achievements and philanthropic work.

"JBL is synonymous with great sound and has consistently met the standards for my music," said Sir Paul McCartney. "I've used JBL's professional equipment throughout my career as a recording artist and touring musician. I want my fans to 'Hear the truth,' and that's what JBL delivers."

The commercial brings the story behind McCartney's "My Valentine" to life and JBL's role in helping listeners hear the beauty and nuance of the music. The "Hear the truth" ad was shot in London in January and is directed by Martin Campbell, best known for his work on the James Bond thriller *Casino Royale*, and who also directed the "Beautiful Sound" spot with Jennifer Lopez for Harman Kardon.

HARMAN launched "Hear the truth" for JBL in September with a multimedia campaign featuring Maroon 5 and international superstar A.R. Rahman. Additional prominent artist agreements will be announced throughout 2012.

JBL's heritage reaches back more than 65 years, as founder James B. Lansing developed the first sound-system designed specifically for installation in movie theaters, and is the only audio brand to have been recognized by the Academy of Motion Pictures Arts and Sciences for contributions to the film industry. JBL was an innovator for ground-breaking music festivals, as its loudspeakers were used at Woodstock in 1969, while today JBL sound systems are fixtures in top concert and performance venues around the world. JBL is a leader in developing audio equipment to maximize music for the digital area, developing iPad, iPhone and iPod speakers for the home and office, premium after-market sound systems for car audio enthusiasts and ground-breaking loudspeakers for home theaters and audiophiles.

For more information, please visit: www.youtube.com/JBL.

About HARMAN

HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets — supported by 15 leading brands, including AKG, Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson. The company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 12,500 people across the Americas, Europe and Asia, and reported net sales of \$4 billion for the 12 months ending September 30, 2011. The company's shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

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