



## Harman International's AKG Brand Earns Technical GRAMMY Award Amidst Star-Studded Weekend

STAMFORD, CT – Harman International (NYSE:HAR) announced today that the company's AKG® brand was honored by the National Academy of Recording Arts and Sciences with a Technical GRAMMY® Award during the Academy's 2010 festivities this past weekend. Dinesh C. Paliwal, Chairman, President and CEO of Harman, accepted the award on behalf of AKG during the 52nd Annual GRAMMY Week festivities in Los Angeles.

"We are deeply honored to again be recognized for more than 60 years of contribution to the science of sound," said Paliwal. "AKG microphones and headphones perform with the world's top entertainers, and we are delighted to help them deliver the lasting impressions that audio creates within our culture. Music has the ability to touch people deeply, and we are grateful to help share its power with fans around the world."

The Technical GRAMMY Award recognizes AKG's contributions to the art and science of music recording and performance through innovation and excellence in product design. Only one other such award was presented during the 2010 GRAMMY festivities, awarded posthumously to Thomas Edison, inventor of the phonograph, early motion picture technologies, and the incandescent light.

The award capped a busy weekend for Harman in its role as an Official Sound Partner to the 52nd annual GRAMMYS. Harman also served as title sponsor for the Clive-Davis/Recording Academy Pre-GRAMMY Gala in Los Angeles, and previewed its premium audio products in the GRAMMY VIP gifting suite. The company's Harman Kardon brand helped stretch the action coast to coast as sponsor of an exclusive GRAMMY Viewing Party at the Hard Rock Café on New York's Times Square. Harman's contributions to the automotive, consumer and professional audio industries were also highlighted in two 30-second advertising spots during the nationwide GRAMMY Awards broadcast on CBS Television.

"I can think of no entity better aligned with Harman's commitment to great sound than the National Academy of Recording Arts and Sciences," said Paliwal. "As we continue our focused marketing efforts, we will increasingly turn up the volume on Harman's legendary brands for their contribution in touching lives."

AKG microphones and headphones have a long history on tour and in-studio with respected musicians including Frank Sinatra, Aerosmith, Peter Dinklage, Eric Clapton, Stevie Wonder, and the Rolling Stones; as well as contemporary artists such as Jay Z, Missy Elliot, Eros Ramazzotti, Simply Red, and Kanye West. Music impresario Quincy Jones has used AKG equipment to produce some of his most famous albums and recordings, including the legendary charity relief hit, "We Are the World."

Since its origins in 1947, AKG's role has expanded beyond the music studio and performance stage to newsrooms, Hollywood film sets, and even outer space. For decades, AKG equipment has been used by broadcasters such as the BBC, has brought the world the exciting sounds of sporting events such as the Olympics and the FIFA World Cup, and has even taken flight aboard the International Space Station.

Harman International is the only company to have received two Technical GRAMMY Awards. The company's JBL unit earned a GRAMMY in 2005, for its state-of-the-art advancements in a broad range of entertainment technologies, including music recording. JBL loudspeakers have provided the sound reinforcement for many important moments in history, including the Woodstock rock festival, the Olympic Games, and U.S. presidential inaugurations.

Harman International Industries, Incorporated ([www.harman.com](http://www.harman.com)) designs, manufactures and markets a wide range of audio and infotainment products for the automotive, consumer and professional markets. Harman International maintains a strong presence in the Americas, Europe and Asia and has approximately 10,000 employees worldwide. The Harman International family of brands includes some 15 leading names including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson. Harman International's stock is traded on the New York Stock Exchange under the symbol "NYSE: HAR."