

**Winner of the red dot product design award 2012:
Sennheiser's Xbox® headset wins prestigious award**

Copenhagen, 4 March 2012: The X 320 Xbox® headset in Sennheiser's gaming series wins the prestigious 2012 red dot design award for combining an attractive design with superb sound, comfort and user-friendliness.

Audio specialist Sennheiser has found the formula once again for combining great looks and sound: the Xbox® gaming headset, which has just been honored with the 2012 red dot design award. Details like the smooth surface and green aluminum ring, as well as the great sound and comfort, convinced the independent jury of 30 international experts that the X 320 is product design at its finest.



This year, more than 4,500 applicants from over 58 countries and regions competed for the red dot in the product design category, the world's largest design award competition.

"We're thrilled and honored that the jury has chosen to recognize our product design. Especially since we were up against a lot of amazing products. This establishes the X 320 as *the headset* for the Xbox®," says Oliver Berger, Global Design Manager at Sennheiser.

"Our goal with the X 320 was to make a gaming headset that excels in sound, comfort and design. We don't take shortcuts on quality, so the headsets are engineered in our own sound labs and manufactured at Sennheiser facilities right here in Europe," says Product Manager Christian Ern.

X 320: More than just good looks

The X 320 is more than just good looks. Made for home gamers who seek both quality and style, the amplified sound and bass boost make the gaming experience more intense. A dual volume control is located on the cable and allows users to independently adjust the sound levels of the game and the conversation with fellow gamers. Furthermore, a professional noise canceling microphone ensures crystal-clear speech.

In addition to developing outstanding design and gaming sound, Sennheiser has also managed to make the X 320 very comfortable. This is a result of the open-acoustic design that keeps the head cool for hours of gaming, as well as Sennheiser-patented CircleFlex™ ear cups. They allow the ear pads to rotate and adjust automatically to the head, making the game experience a comforting thrill.

The X 320 is available worldwide at a recommended retail price of EUR 99. Like the entire range of Sennheisers products, the X 320 is built to last and comes with Sennheiser's two-year worldwide warranty.

About the red dot design award

The red dot design award is established internationally as one of the most appreciated seals of quality for outstanding design. In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award dates back to the 1950s and focuses on three categories: product design, communication design and design concept.

For more information, please visit: www.red-dot.de/press

About Sennheiser

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of around €468 million in 2010. Sennheiser employs more than 2,100 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries.

For further information or to request a review sample, please contact:

Lars Nielsen, Marketing and Communications Manager

Tel.: +45 2132 3318 – E-mail: Lni@senncom.com

Microsoft, Xbox, Xbox 360, and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the U.S. and/or other countries.