

**Kemp House** [**www.mitchellandjohnson.com**](http://www.mitchellandjohnson.com)

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# PRESS RELEASE

for immediate attention

**Mitchell and Johnson appoints Auden Distribution as its exclusive UK representative**

British hi-fi manufacturer Mitchell and Johnson, has appointed Auden Distribution as its exclusive UK representative, bringing a focused and responsive approach to the retailers’ needs as the company introduces its range of cost effective, high performance electronics.

Founded in July 2013, Auden Distribution provides a professional and high quality sales agency, distribution and brand building service for clients through its close relationship with a network of the best UK audiophile dealers. The experience gained over many years in the industry, in both the retail and distribution sectors, has allowed Auden Distribution to develop a small but perfectly formed portfolio of high quality brands, now enhanced with the addition of Mitchell and Johnson. This ever-evolving portfolio is based on a personal passion for premium audio performance and products that inspire and excite, because they love listening to music.

Bill Leigh, owner and managing director of Auden, says, “Along with many in the audio industry, I have got quite used to talking about products costing multiple thousands of pounds. Not for a minute do I doubt the value of those products, however there are many people who love music but are not in a position to buy at that level.” Bill adds, “For a while now I have been looking for a brand that can bring a high performance and excellent value offering. Now I have found it, Mitchell and Johnson brings exciting mid and lower priced audio to the market and I'm very pleased to be involved.”

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Paul Mitchell, CEO of Mitchell and Johnson comments, “We are looking forward to working with Auden Distribution and are confident that this promises to be a fruitful relationship which will continue to increase sales growth, opening up the Mitchell and Johnson brand to even more consumers.” He continues, “We know, therefore, that in appointing Bill and his team at Auden, with their extensive experience, they will ensure that the retailers will receive the personal attention they deserve, from a company that really understands the market”.

Ends. No embargo

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**Notes to editors**

About Mitchell and Johnson

Mitchell and Johnson is a British hi-fi company established by Paul Mitchell and David Johnson, two men who believe passionately that all music should be heard and listened to in the manner the original artist intended.

In today’s digital world, music consumption is at a record high and is listened to on all manner of devices, many of which don't represent the full quality contained in the original music track. Mitchell and Johnson believes that everybody who loves music should be able to hear the music in its best possible form, on hi-fi equipment that won't break the bank. Hi-Fi should be affordable and accessible and the company strives to make this possible in all the products it designs and manufactures. With the advent of streaming technology and the widespread use of smart mobile devices, access to music and control of how and what to listen to is as easy as it's ever been. The Mitchell and Johnson products help to maximise this flexibility through state of the art technology combined with classic hi-fi design at an affordable price.