

Press Release

Altec Lansing Announces Mix It Up Online Dance Contest

Audio company celebrates “old school” street dance with “new school” MIX boombox and more than \$6,000 in cash and prize awards plus a music video appearance

London – 13th October 2009 – Altec Lansing today announced the “Mix It Up” dance contest, an online video dance battle for all dancers, especially for b-boys and b-girls. The top 100 videos, as voted by the public, will win an Altec Lansing MIX digital boombox, valued at £269.99. The grand prize is an appearance in a music video by internationally renowned dancehall artist Beenie Man featuring Pareece plus \$2,500 cash.

The Mix It Up Dance Contest

Eligible contestants submit one-minute dance videos for a chance to gain votes from their peers and the final blessing of a celebrity judge panel, which includes Grammy award winning hip hop artist Chamillionaire. Whether freestyle or choreographed, all dancers are welcomed.

To participate in the Mix It Up Dance Contest, contestants download music from www.mixdancecontest.com and are encouraged to mix and edit the tracks. Along with a broad range of thumping hip-hop tracks, the music choices include a bit of swing, country and classic rock to genuinely “mix it up.” Then, the dancers capture their moves on a 60 second video and post it on-line at the Mix It Up website for the public to vote on their favorites.

“Altec Lansing makes products for people who love music,” said Luc Ackaert, EMEA Marketing Director of Altec Lansing. “What better way to share this love than through the power of dance? We’re thrilled to have our new MIX speaker system play a part in this contest that celebrates the roots of street dance and the retro boombox.”

Altec Lansing engaged with Clay Hebert, Chief Engagement Officer of Tribes Win, a New York-based social media marketing agency, to design the contest. “The Mix isn’t a product you use by yourself. It begs for a party and dancing, so a fun video dance contest is the perfect way to engage customers with the product and the brand,” Hebert said.

Judges and Prizes

The top 10 videos will go before this panel of celebrity judges to select the top three prizes:

- **Chamillionaire**, Grammy award winning hip hop artist who will be releasing his new album on December 8th featuring the single, “Good Morning”
- **Pareece**, hip hop vocalist featured on Beenie Man’s upcoming single, “Show Me What You Got”
- **Roxrite** b-boy dance champion from the Renegades Crew
- **Gabriel “Kwikstep” Dionisio**, hip-hop dancer and choreographer and the Executive & Artistic Director of Full Circle Productions and President of Fresh Kids
- **Robin Dunn**, noted choreographer and dance teacher
- **Newton Hinds III**, President & CEO of S | SPORTS Network and Sovereign New Media Group

First Prize

A trip to appear in a music video by Beenie Man, featuring Pareece. Includes air transportation and three nights lodging for two persons. Video appearance is for one person. Plus a cash prize of \$2,500 and one Altec Lansing MIX boombox.

Second Prize

A cash prize of \$2,500 and one Altec Lansing MIX boombox

Third Prize

A cash prize of \$1,000 and one Altec Lansing MIX boombox

Dancers can submit videos now through to 13th November 2009. Voting ends on 20th November 2009 and the winners will be announced on 4th December 2009.

Partnership with the Red Bull BC One

While the Mix It Up Dance contest encourages contestants of any dance ability, the world's elite b-boys know the MIX as "The Official Boombox of the Red Bull BC One", the world b-boy championships to be held in New York City on 18th November 2009. Altec Lansing will have a drawing for VIP tickets to the Red Bull BC One for all Mix It Up videos submitted on or before 19th October 2009.

For more information, including rules, about the Altec Lansing "Mix It Up" Dance Contest, please visit www.mixdancecontest.com.

About Altec Lansing

For more than 70 years Altec Lansing has been viewed among audiophiles as the world's most valuable and innovative audio brand and boasts a unique history of innovation that includes the introduction of first talkie film speakers, the first iPod docking station and the first "Works with iPhone" speaker system. Altec Lansing makes a wide range of audio systems for the home and office; a line of headphones for personal listening; and the popular line of inMotion speaker systems for portable digital players. Altec Lansing, a division of Plantronics, Inc. (NYSE: PLT), is headquartered in Milford, PA.

Connect with the Altec Lansing team on the following social media sites:

<http://www.youtube.com/MixDanceContest>

<http://www.twitter.com/AltecLansing>

<http://www.facebook.com/AltecLansing>

<http://www.flickr.com/AltecLansing>

<http://www.youtube.com/AltecLansingSpeakers>

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Contact

For more information or an image, please contact:

Laura Nuttall

Connected PR

laura@connectedpr.eu

+33 (0) 6 80 84 95 43

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