

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA FEATURES ITS EASY TO USE, HIGH-VALUE AT-LP60 FULLY AUTOMATIC TURNTABLE SYSTEM AT CES 2010

STOW, OH, January 7, 2010 — At CES 2010, [Audio-Technica](#) is showcasing its new [AT-LP60 Fully Automatic Turntable System](#), a high quality, attractively priced turntable that includes a built-in phono preamp, phono cartridge, cables and accessories. The AT-LP60 can be used with a wide variety of home entertainment systems. The AT-LP60 is on exhibit at CES 2010 at the Las Vegas Convention Center, South Hall 1, Booth 21840.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, noted, “Our new AT-LP60 makes it easy and affordable for listeners to get into the fun and musical enjoyment of listening to records, whether they’re buying their first turntable, or rediscovering their record collection.”

Featuring a sleek new design with rounded corners and a metallic gray finish, the AT-LP60 comes with a pre-installed phono cartridge, connecting cables, a hinged removable dustcover and a 45 RPM adapter. The AT-LP60 offers fully automatic operation—one touch activates the cueing mechanism and the pickup arm automatically lifts off the record at the end of a side, to keep records scratch-free. The turntable has a 33-1/3 and 45 RPM speed selector to play vinyl formats from LP albums to 12-inch and 7-inch singles.

The AT-LP60 is designed for outstanding sound quality and convenience. It features a professional aluminum platter, a precision Dual Magnet™ stereo cartridge with replaceable stylus and a damped pickup arm. Its built-in switchable phono preamp and included RCA and 3.5-mm adapter cables enable connection to a wide variety of music and home entertainment systems, computers, powered speakers, and to A/V receivers that do not include a dedicated phono input.

The Audio-Technica AT-LP60 Fully Automatic Stereo Turntable System is currently available online or at Audio-Technica authorized retailers at a suggested retail price of \$149.00.

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AT-LP60_dpi72.jpg

[Click here for AT-LP60 product profile and downloadable high-res images.](#)

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Celebrating 48 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600.*

— *For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact*

Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Pirot (epirot@audio-technica-europe.com).

Audio-Technica is exhibiting at the Las Vegas Convention Center, South Hall 1, Booth #21840 during CES 2010 in Las Vegas, NV.