

CONTACT:

David Wiener Collection 435.649.3458 Voice • 435.604.7409 Fax

David Wiener / info@DWCollection.com

Olympic Champion Skater Apolo Ohno Named Product Ambassador for David Wiener Collection

**Charismatic Multi-Medal Speed Skater, and 'Dancing With The Stars' Winner,
Joins DWC Team to Promote Its Unique, High-Performance Music Systems**

PARK CITY, UT, Feb. 1, 2010 — The **David Wiener Collection (DWC)**, a luxury Collection of audio and entertainment offerings, has announced that U.S. Champion Speed Skater, Apolo Anton Ohno has joined the DWC team as a product ambassador for DWC's growing line of high-performance home and office music systems featuring exclusive DWC-Aphex® music-enhancing technology.

"DWC's products fit my lifestyle and my love of music and design," said Ohno, as he prepared to leave for his third Olympics. Their products, he added are "sleek, powerful, accurate, high quality, stunningly beautiful. All these came to mind when I was touring the DWC studio."

Only 27, Ohno has won five Olympic medals (two gold, one silver, two bronze) and, among many other achievements, has been the United States speed skating champion in every year but one since 1997, a three-time World Cup overall champion, and a seven-time World Cup event champion. In 2007, he competed in the hit TV show *Dancing With The Stars* – and won. In the coming weeks, he will be in Vancouver for his third Winter Olympics, competing for Olympic gold and the possibility of winning the most ever Winter Olympic medals by an American male.

"Apolo's total commitment to performance and his passion for music and design make him a perfect fit with DWC," said company CEO David Wiener. "He's an

enthusiastic user of our products and is dedicated to the same values — precision, performance, craftsmanship, style — that we aspire to in everything we create. Everyone here will be cheering Apolo on as he strives to become the winning-est champion in Winter Olympics history.”

The David Wiener Collection specializes in award-winning products that combine extraordinary performance and styling. DWC launched its brand with the limited-edition FERRARI Art.Engine home audio system. Key products include the brand new **Art.Studio**, twin powered speaker towers that deliver room-filling high-definition stereo entertainment; **Art.Station**, the only iPod dock endorsed by professional musicians and engineers for sonic accuracy; **Art.Suono**, a desktop, iPod-compatible dock that allows users to wirelessly transmit music from ANY audio source to ANY audio system; **Art.Solista**, which simplifies wireless audio transmissions from desk and laptop computers with a simple USB connection; and DWC’s flagship **Art.Opera**, two powerful aluminum towers, each housing paired 10-inch woofers, a battery of ten 3.5-inch woven carbon-fiber cones, and two one-inch soft-dome neodymium tweeters.

DWC products also incorporate technology originally developed by Aphex Systems for the recording industry, and now in a new application developed exclusively for DWC. DWC•Aphex® brings life back to music performances compromised by commonly used methods of recording and data compression. It restores musical harmonics, renders vocals and instruments more distinctly, and creates more spacious and realistic stereo imaging. The technology also improves speech intelligibility. While many professional musicians use DWC systems, Apolo Ohno’s enthusiasm shows they’re not just for musicians.

About DWC & DWV

The David Wiener Collection creates extraordinary audio and entertainment products and technologies for luxury and performance-inspired music lovers. DWC was spun out of David Wiener Ventures, a design and innovation studio that creates some of the world’s most exclusive and prestigious products. DWC

and DWV products exhibit extraordinary, uncompromised performance, styling, materials and craftsmanship. The DW Brand is relentless in its pursuit of superior products and groundbreaking technologies.

Founded to create advanced vehicles, products, furniture and fashion, the DW brands pride themselves on a unique operational model, based on experience with Formula One teams, that inspires its staff to optimize performance, style, operations, image and success.

The DW Brand has worked with many of the world's great companies, including Ferrari, the U.S. Ski Team, Columbia, Cannondale, Ben & Jerry's, Nike, Ganassi IndyCar, Hollywood, TWR, Old Navy, Bloomingdales and many others. DWC programs have also been sponsored by such highly regarded companies as Adidas, Campagnolo, AMF, DuPont, Fischer, Salomon, Revo, and Vuarnet. In addition, DWC's work has been featured in major media worldwide, as well as on a PBS-TV documentary about David Wiener.

DWC's Park City, Utah, design facility and Salt Lake City-based DWC Technology Center exhibit DWC's high-performance culture with Ferrari F1 cars and other exciting displays. For further technical information and availability, contact David Wiener info@DWCollection.com or visit www.dwcollection.com.

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