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**Shure Unveils Expanded Earphone Choices for
Consumer and Professional Customers**

*Iconic SE Sound Isolating™ Earphones Now Available with Wider Variety of Connection Options in a
Realigned Product Portfolio*

Niles, IL., January 7, 2018—Today, [Shure](#) announced its expanded Wireless Earphone offerings across its popular SE Sound Isolating™ Earphone line, with selectable Android and Apple iOS functionality integrated into new models across multiple price points. The expanded options will be available in discreet packaged variations with wireless/mobile communication features for music enthusiasts, and monitoring versions for professional use. Whether used on stage or on the street, the new line-up offers listeners the superior, immersive audio and multi-driver designs with detachable cables for which Shure is widely known.

“For decades, Shure has prided itself on developing audio solutions that have shaped and informed the live sound industry and music performance. At the same time, we’ve been focused on building solutions for everyday listeners while nurturing our audiophile loyalists,” said Matt Engstrom, Senior Category Director at Shure. “Following the successful introduction of our first Bluetooth earphones last fall, we’ve now integrated this solution along with more connection choices across the line – making wireless an option at all price points. Additionally, users who desire models with standard audio cables can continue to find those versions from the SE112 to the SE535.”

The newly introduced earphone line-up feature Shure’s iconic Sound Isolating design, which blocks up to 37dB of outside noise for immersive, comfortable listening anywhere. Ergonomically designed, the earphones include a selection of sleeve choices for a custom fit. The consumer line-up also includes a variety of connectivity choices with detachable cables, enabling listeners to connect to today’s hottest mobile devices. Of note, the new Universal 3.5 mm Earphone Communication Cable (RMCE-UNI) features an integrated mic and three-button remote, letting users take calls, control music and activate voice commands, and easily switch between Apple iOS or Android/USB connection. Additionally, another separately available earphone cable will soon be available for Android users – the USB–C Earphone Communication Cable (RMCE-USB). This premium cable with integrated DAC/Amp, microphone, and controls works with all Shure SE Sound Isolating™ Earphones with detachable cables to directly connect to the latest Android devices for high - quality digital audio (24 - bit/96 kHz) and communication control. All configurations, no matter the price point, provide superior sound quality and isolation with remarkable durability originally developed for the pros.

Now available in four color options (clear, bronze, black, and blue) the new SE846 model will have the same four-driver design and state-of-the-art audio performance at the same retail price of \$999, but will also now come with two new connectivity options -- an included Bluetooth cable for wireless convenience and a universal communication cable (compatible with Apple and Android).

The dual-driver SE425 and triple-driver SE535 will also have these new detachable cable options

included at the same price points— providing more connection and mobile communication features into each.

The new offerings, as well as the latest developments within Shure's audio portfolio, will be on display at CES in the Central Hall, Booth #16744.

The expanded Bluetooth options will be available in spring 2018. For more information, please visit www.shure.com.

About Shure Incorporated

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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