

For Immediate Release –

Shure Canada Launches Nationwide SING to WIN Contest on Facebook.com

Montreal, QC, November 1st, 2009 – SF Marketing, the exclusive distributor of Shure products in Canada, will be launching a nationwide singing contest from November 16th, 2009 to March 1st, 2010. Entitled the **Shure Canada SING to WIN Contest**, this contest will be hosted on an exclusive ad page on facebook.com.

“We recognize facebook.com to be the nation’s top social networking site, and we are very excited about using this site as the main stage to launch our nationwide singing contest and promote our industry-leading products”, said John Balash, Director of Marketing for SF Marketing.

Open to Canadian residents only, ages 18 and over, participants must log into www.facebook.com and type “Shure Sing to Win Contest” in the “Search” field. Once on the contest homepage, participants must sign up as a Fan and then upload videos (up to 10) of themselves singing (either an original or cover song, no longer than 5 minutes in length). They can either post an existing video from Youtube.com or upload a video directly to the Shure SING to WIN Contest ad page.



Winners will be chosen every month, and will win a Shure Swag package, including an SM58/x2u bundle (retail value \$275 Cdn.). The Grand Prize Winner, chosen the first week of March 2010, will win a PG42 USB Side-Address Condenser Microphone (retail value \$399 Cdn), along with a PowerTracks® Pro Audio recording software from PG Music (retail value \$55.00 Cdn.).

A nationwide advertising campaign promoting this contest will include web advertising on Shurecanada.com and print advertising in EXCLAIM!, Canadian Musician, Canadian Music Trades and Muzik Etc. magazines. SF Marketing will also communicate this contest via its extensive Canadian dealer network.

About SF Marketing: SF Marketing Inc. is a leading Canadian marketing and distribution company dedicated to delivering products, services and support to the professional sound, lighting, musical instruments, consumer electronics and custom integration markets. They are also the exclusive Canadian distributor for Shure Inc.

About Shure Incorporated: Founded in 1925, Shure Incorporated (www.shure.com<<http://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 a wide variety of high quality professional and consumer audio products, providing a vehicle for an individual's personal sound. Shure's diverse product line includes award-winning wired microphones, premier wireless microphone systems, consumer earphones and mobile phone headsets, problem-solving mixers, digital signal processors, personal monitor systems, and top-rated phonograph cartridges. Today, Shure products are used wherever high-quality audio performance is a top priority, in a wide variety of industries, markets, and settings.

For additional information please contact:

John Balash
Marketing Director
SF Marketing Inc.
T- 514-780-2070 x 2299 / 1-800-363-8855 | F - 514-780-2111
John.balash@sfm.ca / www.sfm.ca