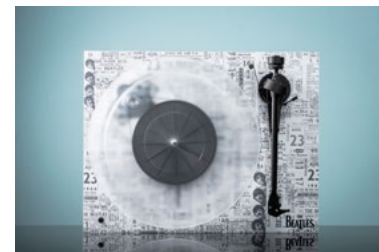


May 25TH, 2017



Pro-Ject Releases '1964' Turntable for the Ultimate Beatles Collector

Pro-Ject Audio Systems announces the release of The Beatles 1964 Recordplayer Limited Edition turntable in Canada. The 1964, based on the renowned Debut Carbon Esprit SB, pays homage to arguably the greatest band of all time. Between 1962 and 1966, the fab-four created a cultural phenomenon known as 'Beatlemania'. The group played an astounding 166 concerts in 15 different countries and 90 individual cities over that four year span and reached the height of stardom during their 1964 World Tour.

The Pro-Ject Debut Carbon Esprit SB features high quality audiophile components, such as an Ortofon 2M Red cartridge, an acrylic platter, a carbon fibre tone-arm, a top notch MDF chassis and built-in electronic speed control for easier switching between playback speeds. The 1964 Edition displays copies of tickets and brochures from their legendary world tour, beginning in June of 1964. The incredibly detailed print required special techniques to achieve excellent clarity, utilizing multiple layers and surfaces in the printing phase. After the distribution of the ink, the graphics are dried instantly with special ultra-violet lights, ensuring perfectly displayed details and offering ultimate durability for this unique collectors item, limited to 2500 pieces worldwide.

The Pro-Ject 1964 Turntable has a suggested retail price of \$899.00 in Canada. It is currently available through select authorized Pro-Ject Audio dealers across Canada.

For media information, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email media@gentec-intl.com.

About Pro-Ject

Pro-Ject Audio Systems are a market leader in hi-fi stereo turntables, founded in 1990 by Heinz Lichtenegger and located in Austria, with manufacturing plants in Czech Republic and Slovakia. Dedicated to audiophile sound reproduction, ease-of-use and quality construction, Pro-Ject has grown into one of the leading brands in the hi-fi world. Through the BoxDesign label, Pro-Ject also manufacture a diverse range of micro hi-fi components such as Amps, CD Transports, Phono Stages, Streaming Devices and more.

Learn more – visit www.project-audio.ca or follow us on Twitter and Instagram @ProJectAudioCAN.

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless, and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Klipsch, Roots, iShieldz, Pro-ject Audio, Energy, iQ, Planet Wireless, Ideal Case, Ultralink, Sony, Energizer, Electrohome and Bell'O. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com