



FOR IMMEDIATE RELEASE

Fluance Speakers Launches New Website for Superior Customer Experiences

Fluance's website will provide customers with all the needed tools to explore the finer details of the various speakers available on Fluance.com

NIAGARA FALLS, ON, November 7, 2012 – Fluance is proud to unveil the latest innovation in its strides to provide customers with an immersive online shopping experience with a renovated website. The new website is easy to navigate through the growing number of Fluance speaker systems, and provides interactive tools for customers to engage with the high-quality, low-cost speakers Fluance is known for. The website revitalization better showcases Fluance's brand and shopping experience, and provides updated content and features for audiophiles, customers and reviewers.

The upgraded website design focuses on providing customers with an accessible, interactive and educational shopping experience from logging onto Fluance.com to the checkout. Customers can search for their ideal system by speaker type or by series with picture displays for each product. Every product listing is met with more high-resolution images, interactive tools for a 360° view of the systems, zoom in for a closer look and feature highlights to learn more about a speaker's functions and capabilities. Each listing has been written to highlight the attributes of the systems, and includes a roll-over glossary display that defines technical terms.

"The new website is a greater representation of Fluance's dedication to serious performance," says Deepak Jain, President of Fluance Speakers. "The website only enhances the customer experience as those seeking the best speakers at the best price can easily find a system that is perfect for them from the comfort of home. The eye-catching design and flawless navigation will entice customers to stay, and the information resources from our expert staff and key industry writers will entice customers to shop." An education center will continuously be filled with news, resources and FAQs to educate customers on all things audio, providing tips and information for novice audio enthusiasts and audiophiles. Industry experts have provided reviews for many of our systems with 4 and 5 star ratings from online publications like CNET, Audioholics.com and Digital Trends.

Fluance's continuous efforts to provide customers with a complete shopping experience includes live customer support with online chats, lifetime warranty and free shipping on all speaker systems. Fluance speakers are available on Fluance.com, and prices range between \$54.99 and \$1044.99.

About Fluance

Fluance is a North American based speaker brand that produces high-end home theater systems. Established in 1997 and based in Niagara Falls, Ontario, it markets to both USA and Canada. Known for Serious Performance, Fluance prides itself on pushing cutting-edge technology to its limits based on five key aspects: Sound Quality, Solid Construction, Performance, Style, and Value while using only premium components in the construction of its speaker systems. Fluance encourages its customers to buy direct so they can provide their products at a price point well below those of its main competitors. Fluance Speakers can be purchased directly at www.Fluance.com.

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