



## PRESS RELEASE

### **NewVoiceMedia Business Audio renamed Premier Business Audio**

6 December 2007

(for immediate release)

Premier Business Audio Ltd, that has since 2005 been trading as NewVoiceMedia Business Audio, today announces that it is reverting to trading as Premier Business Audio.

Nick Findlay, the founder of the business in 1994 announced the change on his reappointment as Managing Director. “Most of our 3,000 or so customers still know us as Premier Business Audio, and reverting to our ‘Premier’ heritage aligns our Business Audio division more closely with our other Premier branded divisions, Premier Fragrancing and Premier Websites gives a more unified company identity.

Premier Business Audio provides audio marketing services for thousands of SMEs, as well as many of the world’s leading global brands including the AA, Apple, B&Q, British Gas, Eurostar, Hilton, Lloyds TSB, National Express, Nikon, Prudential, Sainsbury’s and Tui.

END

Founded in 1996, Premier is a marketing agency with a difference. It comprises three divisions, Premier Business Audio, Premier Fragrancing and Premier Websites, to provide a holistic multisensory suite of marketing products. The company provides solutions for over 3,000 customers in UK and Europe, ranging from simple cost effective solutions for SMEs to international rollouts for some of the world’s leading global brands.

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Premier is the trading name of Premier Business Audio Ltd, Registered in England Number 6329855.  
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