

ATLAS®

PRESS RELEASE

ATLAS Sound & Vision CEO receives APEA Award from Enterprise Asia

Mr. Michael Tien wins prestigious APEA Outstanding Entrepreneurship Award 2009

(Singapore) 20th August 2009 – Atlas Sound & Vision, Singapore’s leading premium audio visual retailer and distributor, proudly announces its CEO/Managing Director Michael Tien, as a recipient of the APEA Outstanding Entrepreneurship Award 2009, organized by Enterprise Asia.

Mr. Tien was recognized for his strategic vision in leading the company since taking the helm in 2003. He was recognized for his work in rebranding the company, a bold expansion into the Singapore heartlands and introducing a channels distribution strategy to the business. He also is credited with investing and strengthening the project business.

Upon receiving the award, Mr. Tien said, “I am very proud and honoured to be a recipient of the Outstanding Entrepreneurship Award. It gives recognition to our efforts over the past 47 years in bringing the best experience of sound & vision to Singapore & Malaysia. Two groups of people are responsible for the success Atlas Sound & Vision enjoys today, and they are our loyal customers as well as our dedicated staff. Being recognized by Enterprise Asia is not only an honour, it is also further motivation for me to strive for even greater heights.”

The judges’ criteria included investment in people, belief and action in supporting responsible entrepreneurship and leadership qualities, vision, direction and ‘story’.

Today, Atlas Sound & Vision is the exclusive distributor for premium brands like Bose, Loewe, Ad Notam, Accuphase and Kimber Kable in Singapore, Malaysia and Brunei.

Atlas Sound & Vision recently relocated its corporate headquarters together with its senior management team from Millenia Walk to a new development at 10 Winstedt Road. The move is designed to support the group’s continuous growth as the leading regional audio visual equipment specialist.

To find out more about ATLAS Sound & Vision, please visit www.atlas-experience.com.

About Atlas Sound & Vision

Atlas Sound & Vision is a unique Singapore success story. Formerly known as Atlas HI-FI, Atlas Sound & Vision was started by Mr. A B Tien in a small shop in Market St. in 1962. Over the past 47 years, ATLAS® has built a reputation for providing Singapore with the best audiovisual equipment from around the world. Today, Atlas Sound & Vision operates world-class showrooms in Singapore, Malaysia and Brunei. Atlas Sound & Vision helps discerning people with their audio and visual needs, be it in their home or business space, ensuring the best listening and viewing experience possible.

