

Cowon Wins #1 Position in Korea's Customer Satisfaction Index



Huntington Beach, Calif., Nov. 13, 2009 – Congratulations to COWON SYSTEMS, Inc. for taking the top position in the MP3 category in Korea's Customer Satisfaction Index ("KCSI"), an annual publication of [KMAC](#), a leading professional consulting firm in Korea.

Cowon's players, which feature **BBE High Definition Sound** technologies, won the **highest score for sound quality**, features, and overall customer satisfaction. Cowon's players were in direct competition with Samsung, Apple and iRiver, with Cowon winning the highest overall

score (Cowon 69.0, Samsung 68.6, Apple 65.6, and iRiver 65.0.).

David McLaren, Executive Vice President of BBE Sound, said "We are pleased to be associated with such an innovative company as Cowon. They have accomplished tremendous milestones over the years, and continue to raise the bar for MP3 manufacturers the world over."

To learn more about how BBE, or how any of our technologies can help your products receive rave reviews, please contact us below or visit our website at www.bbesound.com.