

Commercial Radio Australia Congratulate Bush Australia

Commercial Radio Australia today congratulated Bush Australia on their DAB+ digital radio range.

Following on from news that Bush Australia had dispatched their first shipment of radios to retailers, Commercial Radio Australia Chief Executive Officer Joan Warner congratulated Bush Australia and also took the opportunity to commend her staff on the work that they have done on the launch to date.

“Just a quick note to thank you for your support of the Australian launch,” said Ms Warner.

“It has been a real team effort for years.”

“It is great that we have such solid support from manufacturers like Bush.”

Bush Australia Managing Director Daniel Todd praised the work of the CRA in the planning of the DAB+ digital radio launch, “We are very excited with the CRA’s plans for the consumer launch of DAB+ digital radio. The advertising campaign is being well received by customers, and retailers are continuing to place orders as interest continues to grow.”

“We could not be happier with how our DAB+ range has been received by retailers. From our Bush entry level kitchen radio to our Grundig lifestyle units, and Revo which combines cutting edge technology with Scottish design, there is something for everyone in our range.”

To view Bush Australia’s range of DAB+ digital radio products visit www.bushaustralia.com.au.



Media Release
18 May 2009

*“Innovation
Technology
Design”*

For further information, high-res images or comment contact:

Jacqueline Hickman

(02) 9714 3414

E-Mail:

jacqueline@bushaustralia.com.au

Web Site:

www.bushaustralia.com.au