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SHURE TO OPEN OFFICE IN DOWNTOWN CHICAGO

*New Chicago Loop Office will Accommodate
Rapid Company Growth Projections and Employee Expansion by Spring 2018*

Amsterdam, Netherlands, February 6, 2018—Shure Incorporated has announced plans to open an office in downtown Chicago, establishing the Company's presence in the city's popular Loop district. The strategic move will enable Shure to be closer to its valued customers and accommodate the swift growth and expansion of its business. On pace to outgrow its Corporate headquarters in Niles, IL, by the end of 2018, Shure will move its sales, marketing, customer service, and market development Associates to the downtown location. The Company will occupy 35,000 square feet—a full floor—of The National Building, the renovated 20-story former headquarters of Chicago Public Schools.

"There are two primary reasons for us to make this move and open a downtown Chicago office, both of which are very positive," said Abby Kaplan, Senior Director, U.S. Retail Group, at Shure. "First, we've outgrown the space in our current Corporate headquarters, and second, this location brings us closer to our loyal customers – especially in our 'home market' of Chicago."

As Shure continues to expand its product portfolio and customer base, the new City Center will make room for additional talent and feature an interactive demonstration facility. The state-of-the-art demonstration space, paired with the office's proximity to clients across a variety of customer groups, makes the office opening a strategic move that aligns well with Shure's larger Company objectives. The creation of a more conducive environment for conferencing and professional products—specifically for Microflex® Advance™—will better enable Associates to provide a best-in-class service experience for current and prospective customers. The new office space has been designed to closely mirror Shure's brand culture, a direct reflection of the Company's image and established history.

"Over the past several years, we have increased our focus on the integrated systems market by introducing products like MXW and MXA," said Jim Schanz, Senior Director, U.S. Pro/Systems Group at Shure. "One of the key features of the new downtown Chicago location will be what we're calling the Customer Experience Center. A significant portion of this space will be dedicated to these new products, so that customers can experience all of their features and benefits in a 'real world' environment."

The Company intends to host approximately 130 – 150 Associates in the downtown office within the next few years. Shure's downtown Chicago office will open spring 2018. For more information about Shure, visit www.shure.com.

About Shure Incorporated

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced many high-quality professional and consumer audio products that have become legendary for



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performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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