

ROBERTS

ROBERTS SUPPORTS RADIO AMNESTY

Roberts Radio, brand leader in portable DAB radio, is supporting the radio amnesty, set to take place from 22nd May until 26th June 2010.

Following the scheme's success five years ago, the radio amnesty is the second of its kind and will help people in the third world whilst promoting DAB.

Says Leslie Burrage, Chief Executive of Roberts Radio; "We're delighted to be supporting this venture again, we're expecting even more success this time around. Consumers will be able to enjoy a 10% discount on our Unologic and Duologic radios, in exchange for their old analogue models, which will be reconditioned and donated to the third world. Radios that can't be fixed will be recycled."

All old analogue radios can be traded in for the 10% discount on the Unologic and Duologic radios, both of which offer DAB/FM RDS digital radio and built-in battery chargers.

The amnesty will be running in major high street retailers and Independents. For a full list of participating stores visit: www.getdigitalradio.com.

-Ends-

For more information please contact:

Lisa Kerr at Digital UK

Email: lisa.kerr@digitalradiouk.com

Phone: 020 3206 7870

Or

Emily Shires at Redleaf Communications

Email: robertsradio@redleafpr.com

Phone: 020 7566 6700