

September 1, 2010

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### **HARMAN to Provide In-Car Entertainment Technology for Mercedes-Benz**

STAMFORD, CT, September 1, 2010 – HARMAN, the premium global audio and infotainment group (NYSE:HAR), announced today that it has been selected by Daimler AG to equip selected new Mercedes-Benz models with top-class in-car entertainment modules. The modules will incorporate wireless headphone technology from Harman's GRAMMY-Award winning AKG® brand, and will complement HARMAN's next-generation COMAND infotainment system in the Mercedes-Benz models, announced earlier.

"We are grateful for Daimler's continued confidence in providing their customers with a comprehensive HARMAN in-car entertainment and information solution," said Dinesh C. Paliwal, the Company's Chairman, President and CEO. "These in-car entertainment modules from AKG will complement our installed audio and infotainment systems to deliver a premium personal experience to every seat."

HARMAN's legendary AKG brand is respected by audiophiles from every genre for its premium headphone and microphone technology. The brand's products are used by countless touring artists and performing venues, and the Company has recently teamed with renowned producer and musician Quincy Jones to launch a line of premium headphones for the consumer market. The HARMAN unit was awarded a prestigious Technical GRAMMY® Award earlier this year in recognition of its more than 60 years of contribution to the science of sound, making HARMAN the only company to be thus honored twice.

HARMAN ([www.harman.com](http://www.harman.com)) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon® Infinity® JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across Americas, Europe and Asia, and reported sales of \$3.4 billion for its fiscal year ended June 30, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

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