

October 5th, 2018

Dear Valued Lowrey Dealers:

It is with sadness that I announce our decision to cease production of Lowrey Organs in January of 2019. We expect that our planned production from October 2018 through January 2019 will provide enough inventory to supply selected Lowrey models through April of 2019 (based on past sales history). Kawai America's Technical Service Division will support all warranties and continue to provide service as long as parts are available.

We fully understand the significance of this announcement. Lowrey is the last remaining major supplier of home organs in the USA. Although retail home organ businesses and lesson programs will undoubtedly continue to prosper for many years to come, we know our decision to cease production marks the historic end of "new home organ products" specially designed to help propel this venerable industry segment that has brought musical joy and fulfillment to generations of customers for nearly three-quarters of a century. Please know that, after our merger with Kawai America, we strived mightily to find another manufacturer to carry on the Lowrey brand. But none were willing or able to take on the considerable R&D, manufacturing and sales support required for success in the home organ business.

We are deeply grateful to all our dealers who have faithfully supported Lowrey products since our entry into the home organ business in 1988. Jim Wieda, Bob Ashworth, Frank West and I will continue to support you in the coming months and beyond. Even after Lowrey inventory is depleted next spring, the four of us will migrate into roles with Kawai America and be available to address any issues related to Lowrey products.

New development may be ending, but **the joy of playing Lowrey Organs is forever.** Thank you for your role in shaping and advancing this reality over these many years.

Sincerely,

LOWREY Division of Kawai America Corporation



Seijiro Imamura
Vice President

KAWAI AMERICA CORPORATION