



**For Immediate Release**

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**Industry Veteran Glen O'Brien Appointed as CEDIA Distributor Action Team Chairperson**

*Team Seeks to Establish Custom Distributors' Key Role in the CEDIA Channel*

**Seattle, WA – September 22, 2008** – Consumer Electronics Industry veteran Glen O'Brien was recently appointed CEDIA Distributor Action Team Chairperson. O'Brien is Principal of both West coast-based custom distribution company Electronic Stockroom and independent sales representative firm Novidor & Firestone.

For the last 5 years O'Brien has served as Vice President of The EDGE Distributors Group -- a group currently consisting of 15 independently owned regional distributors that primarily serve electronic systems contractors and specialty retailers.

CEDIA put the Distributor Action Team (DAT) in place in early 2008 under the leadership of Associate Council Chair Andrew Ard, Principal of Texas-based KA Marketing. Led by O'Brien and co-chair David Ellis of ADI, the DAT consists of 10 members, each of distribution companies that serve the custom and/or mainstream audio / video markets.

According to Ard, the DAT grants a forum for distributors to address topics and issues and ultimately provides a recognized voice for distributors in the CEDIA channel, and to add support to the CEDIA Board of Directors in the CEDIA strategic plan. O'Brien is the first in the DAT chair role.

O'Brien says that he and the other members of the team have set a goal of establishing distributors' key role in the CEDIA channel. "We seek to embed distributors' education efforts, practices and profiles into the CEDIA universe," said O'Brien.

"This provides both a voice and input for a very key role of distributors in the CEDIA channel while at the same time demonstrating CEDIA's leadership in creating the only forum of its kind in our industry," said Ard.

(-More-)

For more information on The EDGE Distributors Group, please contact Paul Muto at 631.849.4301 or via email at [paul@mutocomm.com](mailto:paul@mutocomm.com)

*About The EDGE Distributors Group*

Founded in 1999, The EDGE Distributors Group™ consists of 15 independently owned regional distributors that provide best-of-breed audio, video and home automation solutions to residential value-added installers, systems integrators and specialty retailers in the US.

EDGE carefully evaluates and brings to market the finest installation products and solutions available, with emphasis on those that are reliable, innovative, exciting and profitable for customers.

Each EDGE member is strongly established in its regional market, and maintains personal relationships with each customer. EDGE is committed to providing outstanding customer support every step of the way, from the recommendation of products and solutions to post-sale service and technical support.

Product lines EDGE distributes and supports include Anthony Gallo Acoustics, Cooper Wiring Devices' Aspire RF™, Channel Vision™, DLO, Furman Sound, Gefen, NEC, NūVision™, Peerless Industries®, Planet Waves, Sanus Systems, Sheer Wire, Straight Wire, Tripp Lite, Universal Remote Control, Xantech, ViewSonic® and Wi-Ex.

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