



For Immediate Release

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West Coast-based EDGE Distributors Group Member *Electronic Stockroom* Opens New Facility to Now Serve the Pacific Northwest

Consumer Electronics Distributor Responds To High Demand For Their Services in This Rapidly Growing A/V Market by Opening Their First Facility in Redmond, Washington

San Rafael, CA – September 1, 2006 – The EDGE Distributors Group -- a rapidly growing service-oriented group of 14 independently owned regional distributors catering primarily to custom install and residential systems integrators -- today announced that charter member Electronic Stockroom, a leading West Coast consumer electronics distributor specializing in high-end audio and video electronics, opened their first Pacific Northwest facility.

“We are very excited to bring our experience and expertise to this new market,” said Glen O’Brien, President of Electronic Stockroom. “We have developed a strong presence in California, Nevada, Arizona and Hawaii and look forward to providing our first-class service to the Pacific Northwest.”

Electronic Stockroom serves the custom installation and custom home integration markets, addressing the professional integrators’ need for ‘just-in-time’ inventory management by offering on-site and next-day availability of virtually all products they distribute. Operating from Redmond, Washington, the distribution company services the greater Puget Sound area, Washington and Oregon. Some of the premium product lines available include NEC, Canton, NuVision, Escient, Xantech, Fusion Research, Pioneer PDP’s and Furman.

The new Electronic Stockroom facility features a dealer training center and showroom, providing hands-on exposure to the latest technologies. Electronic Stockroom conducts frequent vendor events, dealer open houses, and regional product and sales trainings providing customers with sales tools and up-to-date information on industry activities and trends.

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Electronic Stockroom's new facility will be managed by industry veteran, Michael Bicak. Bicak, an authority in the A/V retail industry, has over 31 years of experience in sales, technical support and design, general management and multi-unit management capacities. Before joining Electronic Stockroom, Bicak spent 17 years in multiple senior level positions with west coast specialty retailer, the Good Guys!

"Electronic Stockroom ensures that custom installation and home integration specialists receive the same level of support and service that they, themselves, offer to their own clients", says Bicak. "We address the explosive changes in the custom A/V and home integration business by hosting continuous hands-on training in our state-of-the art facilities, and by providing just-in-time inventory management to our partners. I am thrilled to bring Electronic Stockroom's vast experience along with my expertise in serving the end-user, to the Pacific Northwest territory."

About Electronic Stockroom

Electronic Stockroom is a comprehensive, full-service business with a dedicated team of industry professionals providing high quality Audio, Video and Integration products for over 2000 custom installation companies in California, Nevada, Arizona, and Hawaii. Electronic Stockroom offers a diverse group of products from premium vendors which provides their dealers with increased revenue stream opportunities and brings them differentiation with distinction. For over a decade, the success of the company can be attributed to the loyal relationships built with their clients and their dedication to exceptional customer service, technical support and extended education opportunities. **Electronic Stockroom / 18047 NE 68th Street / Suite B130 Redmond, WA 98052 / Phone: 425.869.3900 / Internet: www.electronicstockroom.com**

About The EDGE Distributors Group

Founded in 1999, The EDGE Distributors Group™ consists of 14 independently owned regional distributors that primarily serve the premium U.S. custom installation market and select retailers. EDGE partners sell and support products aimed at residential value-added installers and specialty retailers. They encourage growth by their members and customers alike by carefully evaluating, then bringing to market the finest installation products available — emphasizing those that are reliable, innovative and exciting. EDGE members also highly value personal attention, and no dealer is ever treated as just a number. Product lines EDGE distributes and supports include Channel Vision™, Chief, Furman Sound, Gefen, ICM/F-Conn Industries, NEC, NūVision™, Peerless Industries®, Proton, Sanus Systems, Sheer Wire, Xantech, and ViewSonic®. **The EDGE Distributors Group / 1401 E. Juana Avenue / San Leandro, CA 94577 Phone. 866. 396.6531 / Internet: www.edgegroup.org**