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**The EDGE Distributors Group Announces Alliance with Gefen to Supply  
Leading Audio/Video Solutions to Custom Installation Markets**

**July 27, 2006 - San Leandro, CA** – Connectivity solutions provider Gefen today announced a new relationship with The EDGE Group, a service oriented group of independently owned distributors catering primarily to custom install and residential systems integrators.

The company seeks to further establish its reach throughout the United States and selected EDGE for its breadth of dealer and service offerings.

Gefen will be making available its complete line of professional-quality audio/video distribution, extension, conversion and integration solutions to EDGE's network of dealers and custom installers.

"These dealers have an increasing need for high quality switchers, extenders, converters and distribution amplifiers, all of which are becoming more commonplace in even the simplest installations," said Director of New Business Development for Gefen, Robert Lemer. "We are very pleased to solidify this partnership with Edge Distributors Group in which Gefen makes available its robust line of audio/video add-on technology."

The EDGE Group offers products that are of both a basic need and a unique niche for its dealers, typically employing a 'complimentary line' philosophy, in that they limit the lines they carry to focus on ensuring the products are complementary to one another, allowing them to offer a full-suite of solutions to partners and dealers alike.

“Gefen products will help us offer our dealers real world solutions to the complex problems associated with connecting and distributing high definition video and digital audio signals.” said Mike Hensch, President of The EDGE Distributors Group. “Gefen’s broad assortment of products coupled with our “hands-on” approach to dealer support and training means that we’ll have the solutions for our dealers to get the job done right.”

#### About The EDGE Distributors Group

Founded in 1999, The EDGE Distributors Group™ ([www.edgegroup.org](http://www.edgegroup.org)) 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, Fusion Research, Gefen, ICM/F-Conn Industries, NEC, NūVision™, Peerless Industries®, Sanus Systems, Sheer Wire, and ViewSonic®.

#### About Gefen:

A leader in the high definition digital domain, Gefen delivers advanced technologies with multi-platform extension, switching, distribution and conversion capabilities. Gefen equipment is utilized all over the world in professional AV/IT and consumer electronics/home theater environments. Their add-on hardware maximizes system functionality and enhances operability by enabling AV systems to go beyond their original capabilities. Solutions support an array of connectivity interfaces including HDMI, DVI, dual link DVI, HD-SDI, SDI, VGA, RCA, USB, Firewire and RS-232. A selection of high quality cabling is also available. Additional information may be found at [www.gefen.com](http://www.gefen.com).

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