



## **For Immediate Release**

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## **The EDGE Distributors Group signs Muto Communications as PR Agency of Record**

Effective July 2006, Muto Communications is The EDGE Distributor Group's public relations agency-of-record.

Founded in 1999, The EDGE Distributors Group -- which consists of 14 individually-owned regional distributors -- serves the premium U.S. custom installation market, including residential value-added installers, systems integrators, and specialty retailers, with the finest installation products available - emphasizing reliability, innovation and quality.

[www.edgegroup.org](http://www.edgegroup.org)

"We're excited to have Muto Communications representing The EDGE Distributors Group," says Mike Hench, President of The EDGE Distributors Group, adding, "Paul Muto's background in the CE industry, combined with his skills as an evangelist for companies like ours, creates a great synergy."

Katye Schmoldt, Director The EDGE Distributors Group, furthered, "Paul understands our business and shares our vision; together, we are eager to communicate the many benefits of The EDGE Distributors Group to our growing audience of manufacturers, sales reps and dealers alike."

To this extent, Muto Communications is also spearheading a new print advertising campaign for The EDGE Distributors Group. The new ad incorporates a fresh new look-and-feel and spirited, more targeted messaging. The new ad is scheduled to appear in trade publications beginning August 2006.

### **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®, Sanus Systems, Sheer Sound, Xantech, and ViewSonic®. **The EDGE Distributors Group / 1401 E. Juana Avenue / San Leandro, CA 94577 / Phone: 866.396.6531 / Internet: [www.edgegroup.org](http://www.edgegroup.org)**