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The EDGE Distributors Group Announces Distribution Partnership with Straight Wire

Audio / Video Cables and Connectors Designed Specifically for the Custom Installation Market

Seattle, WA – July 28, 2008 – The EDGE Distributors Group -- a rapidly growing service-oriented group of 15 independently owned regional distributors catering primarily to custom install and residential systems integrators -- today announced an agreement to distribute Straight Wire custom installation audio / video cables and connectors.

Available immediately from The EDGE Distributors Group are Straight Wire's new Push Prong series of re-usable, solder-less RCA connectors and matching Silver 23 series of single, double and triple co-joined UL-rated cables. Also available through the group are Straight Wire's ConX, Select and Super HDMI cables; Super Quad and Super Twin Speaker cables; and Power and DVA RG-6 cables.

Mike Hench, president of The EDGE Distributors Group says, "The EDGE Group is excited to be working with Straight Wire. Straight Wire has a history of offering no-nonsense products of the highest quality at fair prices. And that fits right in with our strategy of offering great value and support to our customers."

Straight Wire president Steven Hill says, "We are thrilled to have our new line distributed through The EDGE Distributors Group. Straight Wire has been working quite successfully with several members of the group for more than five years and we welcome the opportunity to expand our EDGE relationships. The EDGE Group's focus on the custom channel, combined with their industry knowledge and support, attracts the quality, motivated dealers that we are targeting."

According to Hill, Straight Wire has been in existence for more than twenty-five years.

For more information on The EDGE Distributors Group, please contact Paul Muto at 631.849.4301 or email paul@mutocomm.com

About The EDGE Distributors Group

Founded in 1999, The EDGE Distributors Group™ consists of 15 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, exciting and profitable. EDGE members also highly value personal attention, and no custom integrator is ever treated as just a number.

Product lines EDGE distributes and supports include Anthony Gallo Acoustics, Aspire RF™, Channel Vision™, DLO, Furman Sound, Gefen, ICM/F-Conn Industries, NEC, NūVision™, Peerless Industries®, Planar, Planet Waves, Sanus Systems, Sheer Wire, Straight Wire, Tripp Lite, Xantech, ViewSonic® and Wi-Ex.

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