



For Immediate Release

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The EDGE Distributors Group Raises the Bar in 2008

Executive EDGE Group and CEDIA Chair Appointments, New Group Members and Distribution Center Locations

Training Initiatives Teach Custom Installers to Benefit from the Newest Trends in Home Entertainment System and Home Automation Design

Distribution Agreements with Anthony Gallo Acoustics, Cooper Wiring Devices (Aspire RF™) and Wi-Ex

Seattle, WA – October 1, 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 -- continues to raise the bar with recent executive appointments, additional organization members, innovative dealer shows and trainings, and new manufacturer partners. Several EDGE members also opened new distribution centers.

Executive Appointments

As the New Year rolled in, the group again placed President Mike Hench at the helm for two more years and appointed Brett Neiderman as Vice President (Neiderman is an EDGE Group co-founder and former VP). Together, Hench, Neiderman and the entire EDGE Group board have been focused on continuing to deliver dealers with best-of-breed solutions and support.

CEDIA also recently appointed consumer electronics industry veteran Glen O'Brien as 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, and has served as EDGE Vice President for the last 5 years.

The CEDIA Distributor Action Team grants a forum for distributors to address topics and issues and ultimately provide a recognized voice for distributors in the CEDIA channel. O'Brien, the first in the DAT Chair role, along with other team members have set a goal of establishing custom distributors' key role in the CEDIA channel.

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New Distribution Company Members Onboard

In January, The EDGE Group brought onboard Dorrance Supply Company in the Midwest and Radio and TV Equipment, Inc. in the upper Midwest. Both distribution companies add to the group's national footprint, while bringing to the group their core competencies in innovative appliance and TV and computer / IT products respectively. "Our merging of core competencies will serve The EDGE Group well, as convergence and the connected home continues to become a reality for more and more consumers," stated EDGE Group President Mike Hench.

Successful EDGE Co-Sponsored Tradeshow

Hosted in Dallas, Texas from May 31 – June 1, 2008 by EDGE-member Electronic Lane and other local area distributors, Consumer Electronics Expo 2008 gave dealers access to factory representatives, special show prices, and an exhibition of the newest innovations and 100 top brands of home and mobile electronics products. The event drew more than 700 dealer attendees of which more than 100 partook in information-critical seminars and training sessions.

The CEE 2008 generated qualified sales leads for the many show exhibitors too. Lou Kerti, Midwest Regional Sales Director, Sim2 USA said, "For the small manufacturer in the custom/integrator channel, a localized event like CEE provides a greater return-on-investment than the larger tradeshows. CEE 2008 granted us immediate face-to-face contact with potential dealers, channeling leads directly to our sales teams in the area. CEE 2008 could serve as a model for other states and territories."

Katye McGregor, Director of The EDGE Distributors Group, managed all aspects of CEE 2008. "The response from exhibitors and dealers alike certainly speaks volumes about the need for this type of regional event. In fact, plans are already underway for the 5th annual Expo, which is targeted to take place in June 2009," said McGregor.

EDGE Training Events and Line Shows

The individual members of The EDGE Group have kept busy with line shows and training events with manufacturer partners Cooper Wiring Devices (ASPIRE RF™), Universal Remote Control, Gefen, NūVision, NEC and more.

Cooper Wiring Devices has tapped The EDGE Group to roll-out and seat its ASPIRE RF Wireless Lighting Control Systems in the CEDIA channel. Cooper's EDGE training program has been effective in educating dealers on wireless system control integration and Z-Wave technology, ease-of-use and profit opportunities.

Universal Remote Control's training programs successfully educated dealers on the unique benefits of the company's new remote controls with the end goal of delivering the customer with intuitive and enjoyable remote control experiences.

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Sales rep John Bishop of New England-based Bishop Audio Services educated dealers on screening room design that focuses on selling wider and brighter screens by utilizing 2:35.1 aspect ratio projection screens - taking into account the field of view and the light level from the screen.

Gefen conducted sessions on the company's HD and TV offerings. Many attendees said that while they were aware of the core products for extending HDMI, they had less awareness of the more sophisticated solutions offered, so the trainings were very beneficial.

Not only were all The EDGE Group training events and line shows successful in raising the bar from an educational perspective, but they also helped dealers recognize opportunities for new sales based on technological advancements and changes in the market's competitive landscape.

This is evidenced by the comments of Ed Gilmore, a NYC-based custom integrator that attended New York Edge's March NūVision line show saying "With Lucidium's technological advancements, feature sets and controlled distribution, along with Fujitsu's recent departure from the plasma category, we believe that like us, many dealers will find that Lucidium represents a tremendous selling opportunity."

New Vendor Partners

Just this summer, Anthony Gallo Acoustics, Cooper Wiring Devices and Wi-Ex came onboard as distribution partners with The EDGE Group. Katie McGregor, Director of EDGE says, "We continue to seek the finest installation products available to bring to market; with emphasis on not only those that are exciting and innovate, but at the same time reliable and profitable for our dealers."

EDGE Member Expansion

To better serve their customers and increase efficiency, two EDGE members relocated their distribution centers into larger and more centrally based locations while another member added a second location.

In January, mid-west charter member R.J. Throckmorton moved from Wildwood, Missouri to a larger location in Eureka. Maximum efficiency is made possible by the distribution center's large warehouse, showroom, training facility, loading docks, drive-in door, will-call center and a 53-foot trailer positioned outside their loading dock which FedEx picks up each evening.

In February, EDGE Group member CTD Marketing celebrated the grand opening of an additional distribution center. Located in Louisville, Kentucky, the new center encompasses 10,800 square feet comprised of office, warehouse and showroom facilities which the company has used to its full potential by bringing in dealers and manufacturers for training events and line shows and allowing dealers to demonstrate products to consumers.

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In August, metro-NY member New York Edge moved from their New Hyde Park, NY location into a larger space in nearby Plainview. Located two-tenths of a mile from major Long Island highways, New York Edge is now situated closer to their distribution accounts.

In addition to the perks of larger office, warehouse and showroom facilities, New York Edge's new center is also more environmentally friendly. Energy efficient windows deliver natural light, with shade and cooling provided by natural outdoor elements. Along with its new Energy Star compliant AC/Heating system, New York Edge President Richard Radimer expects energy costs to be 50 percent less than in the old location.

For all press inquires about The EDGE Distributors Group, please contact Paul Muto at 631.849.4301 or via email at 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 United States.

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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