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EDGE Distributors Group Concludes Successful Visit to NEC in Japan

Nationwide Distributor Coalition Meets with Leading Consumer Electronics Manufacturer to Discuss Further Product and Marketing Strategies

DENVER, CO, Nov. 22, 2004 — The EDGE Distributors Group, a nationwide coalition of consumer electronics distributors serving the custom installation and retail markets, reports its senior leadership has recently concluded a successful visit to Japan to conduct a series of strategic planning meetings with NEC, a principal EDGE Group vendor.

The EDGE Group shares a strategic partnership with NEC Solutions (America), Inc. that enables Home Theater enthusiasts to obtain NEC's award-winning products, including new FCC-certified Class-B plasma displays, specifically for residential use. In Japan, EDGE Group representatives met with NEC Plasma Display Corp. President Kenji Tokuyama and several other top NEC executives. They also visited NEC facilities in Tokyo and Kagoshima, 600 miles to the south, home to a major production facility for plasma display panels and TVs.

“We're pleased to have had the opportunity to meet with our strategic partner NEC in Japan and learn more about its capabilities first-hand,” said EDGE Group

President Michael Levy. “It’s provided a valuable opportunity to expand our mutual communications and develop even better strategies for marketing and supporting NEC’s superb state-of-the-art products and technologies.”

EDGE Group representatives included EDGE Group President Michael Levy, EDGE Group Vice Presidents Glen O’Brien and Michael Hench. The meetings with NEC covered numerous topics, from brand-building and advertising promotions to product strategies and marketing initiatives. In particular, the two teams explored ways in which EDGE and NEC can continue to grow together and expand their mutual business opportunities in the custom audio and digital media markets in the U.S.

The EDGE Group and NEC have been strategic partners since Jan. 2004, with the EDGE Group already proving to be an ideal NEC partner, able to offer custom installation expertise and a strong dedication to training and support.

About The EDGE Group

Founded in 1999, the EDGE Group (www.edgegroup.org) consists of 12 regional distributors that primarily serve the premium U.S. custom installation market and select retailers. EDGE Group 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. Product lines the EDGE Group distributes and supports includes Channel Vision™, D-Tools, Focalpoint™, Isotec, NEC, Peerless Industries®, Optoma, and F-Conn Industries.

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