



FOR IMMEDIATE RELEASE

Contact: Bob Griffin, Griffin Integrated
Communications
(212) 481-3456 x16
bgriffin@griffinpr.com

THE AVC GROUP, LLC OPENS NEW NORTH AMERICAN CORPORATE HEADQUARTERS IN CARLSBAD, CALIFORNIA

ATON®, ELAN® Home Systems, Niles® Audio, Sunfire®, and Xantech® brands
to relocate to new corporate headquarters by the end of the year;

Research & Development teams will be based in Lexington, Kentucky and
Marblehead, Massachusetts.

CARLSBAD, CALIFORNIA, August 12, 2010 – In a move designed to
strengthen inter-brand collaboration, improve long-term operational efficiencies,
and increase investment in its Research & Development programs, The AVC
Group, LLC (www.theavcgroup.com) today announced the opening of a new
35,000 square-foot North American headquarters in Carlsbad, California, located
at 1969 Kellogg Avenue.

According to Mark Terry, President of The AVC Group, all administration,
finance, sales, marketing, and support operations for the ATON®, ELAN®
Home Systems, Niles® Audio, Sunfire®, and Xantech® brands will be based at
this new corporate headquarters. Research & Development offices will be
maintained in Lexington, Kentucky and Marblehead, Massachusetts. Presently
operational brand facilities in Miami, Florida; Lexington, Kentucky; Sylmar,
California; and Snohomish, Washington will be closed by the end of the year.
Once the relocation is completed it is expected that The AVC Group will initially
employ a total of 120 people between its facilities in Carlsbad, Marblehead, and
Lexington. Terry emphasized that, while this new business model shares many
support resources, separate sales, training, customer service, and product teams
will remain dedicated to each brand.



“The move to a new centralized corporate headquarters will dramatically strengthen long-term inter-brand collaboration, while significantly improving the operational efficiencies of the Group,” Terry said today. “This is a move that will better enable our brands to develop the next-generation of complementary audio, video, and control system solutions that bring new value and new opportunities to our dealers in both the residential and commercial markets.”

Casting an eye toward the future, Terry emphasized that the new efficiencies achieved by relocating all of the brands to one location will allow the Group to invest more heavily in R&D and product development programs. “By eliminating the redundancies that are inevitable in operating stand-alone facilities, The AVC Group will free up capital to invest in new technology platforms. Without this investment, we cannot continue to provide our customers with the kind of leading edge system solutions they expect from us. Meeting, and indeed exceeding, this expectation, is our number one priority as a Group.”

About The AVC Group, LLC:

Headquartered in Carlsbad, California, The AVC Group, LLC is a portfolio of pre-eminent manufacturers and marketers of state-of-the-art consumer and commercial audio, video, and control system solutions. The AVC Group is comprised of a group of companies with the following industry leading brands: ATON® (www.atonhome.com), ELAN® Home Systems (www.elanhome.com), Niles® Audio (www.nilesaudio.com), Sunfire® (www.sunfire.com), and Xantech® (www.xantech.com).

The AVC Group, LLC is a subsidiary of Nortek, Inc. (www.nortek-inc.com) and is part of Nortek’s Home Technology Group, an over-arching designation for a segment of home electronics companies that includes manufacturers producing nationally-recognized brands in categories such as stereo and home theater speakers, distributed audio and video systems, lighting controls, structured wiring systems, residential and commercial security and access control equipment, and Internet connected media products. Nortek is headquartered in Providence, RI and is a worldwide manufacturer and distributor of innovative, branded residential and commercial ventilation, HVAC, and home technology convenience and security products.

#