

FOR IMMEDIATE RELEASE



THE FIRST NAME IN CUSTOM INSTALLATION®

Niles Dealers in Canada Benefit from Newly Appointed Sales Representation Network

Appointments will intensify the level of service and support to Niles Canadian Customers

MIAMI, FLORIDA – June 22, 2009 – [Niles Audio](#) Corporation, The First Name in Custom Installation®, has announced the appointment of new [manufacturer sales representatives](#) throughout its [six Canadian territories](#). Effective immediately, Advanced Territory Management (Alberta; Manitoba and Saskatchewan), Frank Jones & Associates (British Columbia), Mitchell Zusman (New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador), North X Northwest Sales and Marketing (Ontario) and Louis-Philippe Boiteau (Quebec) will facilitate access to and training for Niles' line of over 500 high-performance, application-specific custom audio/video products and accessories. Each of the sales reps were selected by Niles for their superb reputation in training, reliability and service.

“We are proud to add each of these sales representatives to the Niles Canadian network,” said Mike “Sparky” Detmer, vice president of sales and marketing for Niles. “Each of these rep firms has proven its ability to provide extensive dealer service and product support, which makes them the perfect fit to represent the Niles brand in Canada,” Detmer added.

The Niles' Canadian sales representative network will uphold the Niles core values of honesty, passion, and professionalism and who employ the “7 Keys to Success” formula to focus the company's value proposition in a customer-centric way.

Niles “7 Keys to Success” are:

- Reliable, high performance, application-specific, product design philosophy
- A complete and up-to-date product assortment
- High attainable profit margins for dealers
- Just-in-time product delivery

- Extensive training and technical support
- Exemplary customer service and strong dealer relations
- Strong and consistent branding

Niles Canadian Sales Representatives (Territory):

- Advanced Territory Management (Alberta; Manitoba and Saskatchewan)
- Frank Jones & Associates (British Columbia)
- Mitchell Zusman (New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador)
- North X Northwest Sales and Marketing (Ontario)
- Louis- Philippe Boiteau (Quebec)

Talking Points

- Niles Audio has announced the appointment new manufacturer sales representatives throughout its six Canadian territories.
- Effectively immediately, Advanced Territory Management (Alberta; Manitoba and Saskatchewan), Frank Jones & Associates (British Columbia), Mitchell Zusman (New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador), North X Northwest Sales and Marketing (Ontario) and Louis- Philippe Boiteau (Quebec) will service Niles Canadian dealers.
- Each of the sales representatives will provide access to and training for Niles' line of over 500 high-performance, application-specific custom audio/video products and accessories.

About Niles Audio Corporation

Miami-based Niles Audio Corporation is a 31-year-old company recognized as The First Name in Custom Installation®. The company is a leading designer, manufacturer and marketer of audio/video custom installation products and accessories and is guided by its vision to be the world's leading provider of products and services that enable professional custom installers to design and install systems that delight their customers. To that end, Niles pursues a mission to provide solutions for end users which enable simple and easy access to home entertainment and that integrate seamlessly with other low voltage subsystems like lighting, internet, security and HVAC in residential and light commercial environments. Niles conducts its business with a promise to treat its customers, employees, suppliers and stakeholders with fairness and respect and to foster teamwork, innovation and a commitment to be the best in everything it does. Additional information may be obtained by visiting <http://www.nilesaudio.com>

or by contacting Mike Detmer at Niles Audio Corporation, 12331 SW 130th Street, Miami, FL 33186 (1-800-BUY-HIFI; ext. 197).

Company Contact:

Niles Audio Corporation
Mike “Sparky” Detmer, Vice President of Sales and Marketing
Ph: 800-289-4434, ext. 197
Email: mdetmer@nilesaudio.com
Web: <http://www.nilesaudio.com>

Press Contact:

Marketing Matters
Scott Moody
Ph: 954-925-1511
Email: scott@marketingmatters.net
Web: <http://www.marketingmatters.net>

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