

Hal Truax Joins Peerless-AV as Managing Director, Retail Sales

Will Focus on Expanding On-the-Shelf Placements for A/V Mount & Accessory Lines

Aurora, IL (January 8 , 2013) – Peerless-AV[®], a leading supplier of audio-visual mounting solutions and accessories, today announced the appointment of 30-year A/V industry veteran Hal Truax to serve in the new position of Managing Director, Retail Sales. Truax will be dedicated to expanding the company's on-the-shelf presence in the U.S., building on the success of retail placements in global markets.

Truax's background includes seven years at OmniMount from 2004 to 2011 in positions including National Sales Manager, General Sales Manager and Director, Commercial Division. Prior to joining OmniMount, he served as the director of custom installation at The Good Guys. He was most recently VP of Business Development at Current Audio, a manufacturer of speakers and accessories.

His move to Peerless coincides with the launch of a new retail program designed to match the purchasing habits and preferred price points of each retailer's customer base. Retailers participating in the program will also gain a comprehensive portfolio of products to meet disparate needs, private labeling options, a 100%-U.S.-manufactured product line that provides quality assurance, and U.S. warehousing that eliminates overseas shipment delays, reduces inventory carrying costs, and offers rapid fulfillment in the event of unexpected demand.

"Hal's experience spans every side of the A/V business, including installer, integrator, buyer and manufacturer. He understands what consumers want, how to assemble a program tailored to each retailer, and how to support stores' merchandising needs – whether warehouse clubs or big box, specialty or regional retailers," said John Potts, President of Peerless-AV. "We expect him to play a central role in increasing our retail penetration in the U.S."

Truax holds a BS degree in economics from San Diego State University. His appointment is effective immediately.

About Peerless-AV

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audio-visual mounting, accessory and digital content delivery solutions for commercial and residential applications. The company's innovative AV products span off-the-shelf, commercial and custom flat panel, projector and tablet mounts as well as cables, AV carts and stands, medical carts and stands, AV racks, AV furniture and a wide range of other accessories. The Peerless Technology Division specializes in wireless, kiosk, touch, digital audio and connectivity technologies that simplify today's complex digital equipment installations. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

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