

Cerwin-Vega!™ Appoints Erikson Consumer as Exclusive Representative in Canada

Partnership aimed at growing Cerwin-Vega home sales in the Great White North

Hollywood, Fla. – (January 17, 2009) – Cerwin-Vega! a leading manufacturer of loudspeakers and audio products for professional and home markets, proudly announces the appointment of Erikson Consumer as the company’s exclusive representative for its home speaker products in Canada. The appointment signifies Cerwin-Vega’s commitment to expanding its home product distribution throughout North America.

Erikson Consumer distributes a select group of audio products including home theater, mobile audio/video, custom, and multimedia products. Products that Erikson Consumer represents can be found in national and regional CE chains, department stores, furniture and appliance chains, and specialized independents. EC Home/MM boasts an extensive customer list but even more importantly, EC has become a key supplier to many key clients and has partnered heavily in product training (seminars, white papers), marketing (in store POP/displays, ads, product reviews, press releases, website development) and operational practices of our clients.

According to Enzo Morelli of Erikson Consumer, “Cerwin-Vega’s products are perfect for the emerging Renaissance in the full-size loudspeaker category. Small and family room friendly speakers are very popular, but the delivery of big sound for cinematic or concert experiences at home remains the domain of larger size speakers. Cerwin-Vega’s products certainly fit this bill.”

“We are excited to have Erikson Consumer represent our products in Canada,” states Bryan Pistone, Vice-President of Sales for Cerwin-Vega. “We believe that the unique style and performance of Cerwin-Vega products and Erikson’s extensive reach and expertise in the Canadian market will serve both companies well.”

Among the Cerwin-Vega products being distributed in Canada are the CLS series of 3-way floor-standing speakers and subwoofers, including the mighty dual 15” CLS-215, one of the largest speakers designed specifically for home use, and the VE series of mid-sized bookshelf and floor-standing speakers.

About Cerwin Vega!

A member of the Stanton Group of companies, Cerwin-Vega!, Inc. is a leader in the design, manufacture, and distribution of loudspeakers for the home and professional audio markets. Designed in the pursuit of dynamic, accurate sound reproduction since 1954, Cerwin-Vega! products are distributed throughout the world via a network of distributors and dealers in more than 75 countries. For additional information on all Cerwin-Vega products, please visit us online at www.cerwin-vega.com.

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