



FOR IMMEDIATE RELEASE

TRUAUDIO Hosts First **DEALER SUMMIT** with Outstanding Results

SALT LAKE CITY, UTAH – June, 2005. What kind of company would invite dealers from all over the country to their facility for a combination of training and brainstorming - and then shoot at them? More on that below.

The **First TruAudio Dealer Summit** took place June 3-6, 2005 at the Utah headquarters. Since there were a number of quality dealers that we wanted to invite, select dealers were chosen at random and offered the opportunity. The companies were from all over the country, so there was no issue of a “competitor” being in the room. Next year, we’ll ask another group. The first afternoon and second morning were spent at the main office. In addition to training and reviewing new & current products, dealers broke up into groups and got to design brand new products for TruAudio. Some great ideas came out and lots of laughs as well for some “unique” ideas. Overall, the feedback, communication and interaction was priceless.

We also spent a lot of time on the subject of what TruAudio can do for our dealers. Since TruAudio is a company that actually listens, and takes action on ideas from our dealers, this session was especially beneficial. It allows TruAudio to get better with practical solutions rather than just speculating what is needed and wanted in the field. Current and new products were reviewed; there was technical training, discussions about better programs and a lot of question and answer time. The feedback forms that the dealers completed anonymously at the end of the seminar were extremely positive and completed without any threats of sharing their secrets with competitors or stranding them in the middle of Utah.

The remainder of the trip was spent at the TruAudio ranch about 2 hours outside of Salt Lake. Dealers played golf, hung out at the campfire, ate great food, played poker, shot assault weapons (not at each other) rode 4 wheelers and played paintball. Paintball was a big hit with TruAudio supplying camouflage outfits and some cool paintball guns. Besides a welt here and there, everyone had a blast and experienced some serious male bonding. Overall, it was a fantastic experience for business and fun. The dealers told us that it was time well invested and we got a big “thumbs up” to do it again next year.

Some Quotes from the Dealer Feedback Forms:

- *Great Opportunity to give installer point of view - Scale from 1 to 10 - “10!”*
- *Great combo of fun & training & feedback. Great to know that a manufacturer cares & appreciates us and our ‘input’.*
- *Great interaction w/peer A/V companies & shared info/tips*
- *This was a more productive, fun & educational retreat than I’d guessed it would be*
- *Given the chance, I would do it all over again.*
- *We want the good paintball guns!*
- *‘Liked’ exposure to other dealers to share methods & ideas.*
- *Food and Hospitality was the Best!*

ABOUT TRUAUDIO

TRU believes in architectural speaker innovation, TruAudio designs and manufactures a full line of premium-quality custom audio products. Our engineers go to great lengths to make sure our in-wall, in-ceiling and outdoor loudspeakers blend into any background, yet deliver unforgettable performances. We sell our audio products only through a limited number of Certified TruAudio Dealers across the country. Each dealer meets our high standards for premiere customer service and flawless installation. TruAudio absolutely backs up every set of TruAudio speakers with a Lifetime Warranty.

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