



## FOR IMMEDIATE RELEASE

### Learning, Listening and Laughs at the TRUAUDIO DEALER SUMMIT 2006

SALT LAKE CITY, UTAH – June, 2006. If you heard that a company invited dealers from all over the country to their facility for a combination of training and brainstorming - and then shot at them - would other dealers come back for more? Apparently so, since the Second TruAudio Dealer Summit took place June 2-5, 2006 at the Utah headquarters and was a HUGE success. Select dealers were chosen at random and offered the opportunity. Next time, we'll ask another group.

The first afternoon and second morning were spent in a "classroom" environment. In addition to training and reviewing new & current products, dealers broke up into groups and got to design a brand new product for TruAudio. Some great ideas came out and lots of laughs as well for some "unique" ideas. Dealers then spent a significant portion of time in an open forum with TruAudio President, Brent Howard, which brought out some great ideas. Dealers seldom get the chance to spend hours one on one with the President and Designers within a manufacturing company. Overall, the feedback, communication and interaction was priceless.

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, shot pool, 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 bonding.

Some Quotes from the Dealer Feedback Forms:

- *"Of all the dealer meetings we go to, this was the best ever. I also picked up some wonderful ideas and features on equipment to sell more."*
- *"This event really makes a dealer feel like the personal attention & service from TruAudio can't be matched. Keep up the supply and service."*
- *"When do you have the opportunity to shoot at the President of a Company that you work with? Very cool. (see Brent quote)"*
- *"Well organized and very informative."*
- *"I liked the small group size and the time to discuss business ideas with other successful small & large AV dealers."*
- *"It allowed me to meet with other dealers and talk about products, suggestions and sales techniques."*
- *"I enjoyed the class sessions & really learned a lot."*
- *"It was interesting and provided a "Tru" open forum to discuss issues and improve product."*
- *"Don't change anything!"*

Quote from Brent Howard, TruAudio President: *OK, OK, so a girl shot me and won paintball... shut-up. Past that, I am even more blown away than ever by the quality of dealers that we have at TruAudio. Once again, we had such a diverse and talented group visit us in Utah. They took time from their business to learn and also share their ideas and help us be a better company for ALL of our dealers.*

*This was our second Summit and we used a lot of feedback from our first Summit to make this one even better. We seem to have a solid formula now and mix education with lots of fun as well. Thanks to all that attended and I look forward to another group in Utah at a future Summit. Next time, I'll be more inclined to keep my head down... Innocent girl, my %\$\$...*

#### ABOUT TRUAUDIO

TRU believers 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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Contact: Mark Cichowski  
949-472-4141 – Direct, 801-746-3777 – Main #, 801-746-3774 - Fax  
2875 West Parkway Blvd., West Valley City, Utah 84119  
E-mail: [markc@truaudio.com](mailto:markc@truaudio.com) - Web site: [www.truaudio.com](http://www.truaudio.com)