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News Release

Almo's 2010 Expo Schedule Includes New Mid-Atlantic Event

Consumer Electronics & Appliance Expo to commence in May; Mid-Atlantic event to include over 40 vendors, first-time product showings, trainings and 3D experience center

Philadelphia, PA — March 3, 2010 — [Almo Corporation](http://www.almo.com), a leading U.S. distributor of consumer electronics and appliances, today revealed the [Almo 2010 Consumer Electronics & Appliance Expo](#) event dates and the addition of a larger Mid-Atlantic show with exclusive opportunities that range from new product unveilings to celebrity guests. All the one- and two-day regional expositions give Almo dealers access to free product and technology training sessions, door-buster show specials, one-on-one meetings and peer networking.

"Each year, our expos are tailored based on vendor and attendee feedback to ensure that we are giving our dealer partners the content they need to remain competitive," said Warren Chaiken, president and COO of Almo Corp. "The Mid-Atlantic event covers the New England and Mid-Atlantic states, where we maintain a large base of dealers. We created the larger expo format to give them more time and opportunities to learn, build contacts and enjoy the event."

The new Mid-Atlantic expo will take place at Harrah's in Atlantic City and will include new product launches and training sessions from top manufacturers such as Frigidaire and Samsung Appliances, as well as a 3D experience center with content on the newest 3D displays from Samsung and Panasonic. Prizes, celebrity guests including Major League Baseball players and several surprises are expected to make this expo the biggest in Almo's six years of the program.

Chaiken added that the 2010 Almo expo program includes sales floor product recommendations, solution set selling techniques, in-depth show specials and vendor specific buy-in programs.

The complete 2010 Almo expo schedule follows:

May 4-5	Mid-Atlantic Expo, Atlantic City
July 28-29	St. Louis, Mo.
Aug. 3-4	Cincinnati, Ohio
Aug. 12	St. Paul, Minn.

Registration for the new Mid-Atlantic event will open March 22, at which time agendas and event details will be posted on www.almo.com. Smaller training-only events will be available throughout the year for those areas not covered by the 2010 Almo expo schedule. Interested dealers should contact their Almo account teams for more information.

About Almo Corporation

Almo Corporation is the nation's leading independent distributor of Major Appliances and Consumer Electronics. Known for its [Rapid Ship](#) services and exceptional customer service, Almo distributes over 40 of the industry's top brand names. Dealers and Retailers have instant access to a wide variety of Major Appliances, Consumer Electronics, Mobile Electronics and Professional Residential Kitchen and Outdoor Appliances.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 11 regional distribution facilities with over one million square feet of warehousing throughout the United States. More information on Almo is available at www.almo.com.

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