



2709 Commerce Way, Philadelphia, PA 19154
www.almo.com 800-345-2566

For additional information Contact:
Pamela Baldwin
Almo Marketing Communications
(215) 698-4013
Pbaldwin@almo.com

Press Release

For Immediate Release

Almo Debuts New Retail-Centric Show Booth

Almo debuts new retail oriented tradeshow displays at the [MEGA Group](#) spring national convention last week; format draws attention and dealer interest.

Philadelphia, PA – March 16, 2010: [Almo Corporation](#), a leading U.S. distributor of consumer electronics and appliances, debuted a new tradeshow display format designed to emulate a retail show floor environment, at the Mega Spring National Convention in Orlando Florida last week. This new display format, designed to aide retailers in displaying total home entertainment solutions, was met with much enthusiasm and many dealers were interested in emulating the format in their showrooms. This new display format will be utilized throughout Almo's 2010 Almo Consumer Electronics & Appliance Expo schedule and industry event schedule.

"Each year, we adjust the format of our tradeshow programs to ensure we're helping our dealer partners remain competitive," said Warren Chaiken, President & COO of Almo. "For 2010, we've modified our display program to emulate the ideal retail floor configuration which showcases product solutions that are designed to be sold and used as a complete home entertainment or appliance package. This approach takes the guess work out of matching components and accessories."

Event Photo's Available for Download

Select photo heading to download image

[Photo A:](#) Overview of the Almo Booth at Mega Spring, Orlando FL.

[Photo B:](#) Almo's Marc Shapiro shows a dealer the new electronics display format

[Photo C:](#) Almo's new laundry display area highlights key features of front load pairs

[Photo D:](#) Almo's new kitchen vignette featuring Samsung's Stainless Steel Kitchen suite which includes the 2010 gas convection range and tall tub dishwasher

"We were very pleased with the effectiveness of Almo's new displays at our spring convention," remarked Jim Sendrak, MEGA Group USA Marketing Division Manager. "I was particularly impressed with how they accented each brand and positioned the products as a total solution sale. It certainly garnered favorable attention from our members."

- more -

The 2010 Almo Expo Schedule:

May 4 th & 5 th	Mid-Atlantic Expo, Philadelphia region venue
July 28 th & 29 th	St. Louis, MO
August 3 rd & 4 th	Cincinnati, OH
August 12 th	St. Paul, MN

Registration for the Philadelphia Expo will open March 22nd. Agendas and event details will be posted on www.almo.com/expo also beginning March 22, 2010. For those areas not served by Almo's 2010 Expo schedule, smaller training-only events will be available throughout the year. Interested dealers should contact their account team for more information.

About Almo Corporation

Almo Corporation is the nation's leading independent distributor of Major Appliances, Consumer Electronics and Professional A/V equipment. 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, Professional A/V Equipment and Professional Residential Kitchen and Outdoor Appliances.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 10 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo's web site located at www.almo.com.

###