



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

For More Information Contact:
Melody Craigmyle
Almo Professional A/V Marketing
443-386-3864
mcraigmyle@almo.com

Press Release

For Immediate Release

Almo Professional A/V Announces Partnership with Panasonic

Almo/Panasonic Expand 25-Year Relationship into Pro A/V Market

Philadelphia, PA — July 23, 2009 — [Almo Corporation](http://www.almo.com), a leading U.S. distributor of consumer and commercial electronics and appliances, is expanding its 25-year relationship with Panasonic via its new division, Almo Professional A/V. The new Almo business unit will now distribute [Panasonic Professional Display Company's](http://www.panasonic.com) line of professional plasma and hospitality displays, including the new [12 Series](http://www.panasonic.com) high-definition plasma displays.

Sam Taylor, executive vice president and COO of Almo Professional A/V said, "Panasonic is synonymous with quality and dependability in the Pro A/V space. We know our dealers are specifying Panasonic for their projects, which is why we will have the largest stocked inventory of Panasonic professional products in the U.S on hand and ready to ship same-day." Taylor noted that until now Almo's 25-year history with Panasonic focused on consumer electronics, security, appliances and audio products.

"Almo's professional division is an emerging leader in the value-added distribution space, and we're pleased to expand our relationship to include the professional plasma display products," said Andrew Nelkin, president of Panasonic Professional Display Company. "The division's commitment to dealer education and its highly trained sales force coupled with Almo Corporation's solid track record of operational excellence is exactly the kind of partner that we need to grow our market share and reach our reseller base."

Resellers will have the opportunity to see Panasonic's new 12 Series at Almo's upcoming regional events in Cincinnati, Ohio on August 5 and Bloomington, Minnesota on August 13. Each event will showcase the latest professional and consumer A/V products, feature an informational session about Almo Professional A/V, and provide an opportunity to meet the Midwest sales team at a networking event. For more information and to register, visit www.almo.com/Expo.

The new Almo Professional A/V division is appointing approximately 25 experienced employees to various sales, marketing and product planning positions. The entire Almo Professional A/V sales team is InfoComm-trained, and many sales representatives are CTS-certified, which enables them to bring a high-level consultative approach to reseller partners.

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About Panasonic Professional Display Company

Panasonic Professional Display Company, a unit of Panasonic Corporation of North America, is responsible for the company's professional digital display business. Based in Secaucus, N.J., Panasonic Professional Display Company, a market and technology leader in professional digital displays, is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Panasonic's exclusive Panasonic Plasma Concierge program for professional and consumer owners of Panasonic Plasmas is administered through its Virginia-based Call Center which has been recognized as a Certified "Center of Excellence" by the Center for Customer-Driven Quality™ at Purdue University. For more information on Panasonic Professional Display Company, please visit www.panasonic.com/proplasma.

About Almo Corporation

Almo Corporation is the nation's leading independent distributor of Consumer Electronics and Major Appliances. 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 and Professional-grade Residential Kitchen and Outdoor Appliances.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 12 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.

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