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## Press Release

### For Immediate Release

# Almo Appoints East Coast Sales Team

## John Riley to Lead Team as Regional Sales Director

**Philadelphia, PA — August 10, 2009** — Almo Professional A/V, a new division of [Almo Corporation](http://www.almo.com), the largest U.S. distributor of consumer and commercial electronics and appliances, has completed the hiring of its sales force by bringing on an entire East Coast team, effective today. The new powerhouse sales group is being led by Electrograph Systems veteran John Riley and will run concurrently with the company's West Coast sales team, which was [announced last month](#).

"Our East Coast sales team is an elite group that not only has experience working with each other but in teaming with the region's top resellers and integrators to help them grow existing business and cultivate new opportunities," said Sam Taylor, executive vice president and COO of Almo Professional A/V. "John is a well-respected sales leader who will navigate his team to the top. This will benefit channel partners who have been missing the high level of product knowledge, education, service and ongoing support they deserve."

With more than 17 years at Electrograph Systems, Riley served most recently as vice president of Eastern regional sales, and also held service, tradeshow and sales engineering roles during his tenure there. While at Electrograph, Riley repeatedly earned awards for top revenue, profitability and new accounts. Riley is InfoComm International CTS certified, along with the many others on the Almo Professional A/V sales team.

Riley's team is comprised of the following industry sales professionals:

James Callandrillo, CTS – Territory Manager, Northeast  
Michael Frazzitta, CTS – Territory Manager, Northeast  
Matthew Wilder – Account Manager, Northeast  
Bradley Schertle, CTS – Territory Manager, Mid-Atlantic  
Krista Mooney, CTS – Senior Account Manager, Mid-Atlantic  
Pattie Lawrence – Account Manager, Mid-Atlantic  
Fred Rogers, CTS – Territory Manager, Southeast  
Darren Altman – Account Manager, Southeast

To view the entire Almo Professional A/V U.S. sales team, [click here](#).

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**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](http://www.almo.com).

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