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## Press Release

### For Immediate Release

# Almo Professional A/V Announces Distribution Agreement with Samsung

## Distributor to Stock Samsung's Projectors, LCD Monitors, LCD/Plasma Displays and Digital Signage Solutions

**Philadelphia, PA – August 13, 2009** – Extending its already longstanding relationship with Samsung, [Almo Corporation](#), a leading U.S. distributor of consumer and commercial electronics and appliances, today revealed that its new business unit, Almo Professional A/V, has teamed with the [Samsung Electronics America, Information Technology Division \(ITD\)](#). Almo Professional A/V now offers resellers Samsung's professional-grade display hardware and content management/distribution solution so they may stay competitive in the Pro A/V market, and especially in the thriving digital signage segment.

"With Samsung on board, Almo Professional A/V is able to provide dealers – all of whom are involved in the digital signage arena in some capacity – with the tools they need for impactful, profitable installs," explained Sam Taylor, executive vice president and COO of Almo Professional A/V. "When combined with the industry experience and support of Almo Professional A/V's sales and marketing teams, channel partners are in a great position to win more bids and gain new customers."

"Almo has a sound reputation for providing resellers with the products and services they need to stay competitive," said Doug Albregts, Samsung ITD vice president of sales and marketing. "We look forward to contributing to that reputation by making Samsung Professional Displays directly available to Almo Professional A/V dealers."

As part of the alliance, Almo partners can now purchase Samsung's [data projectors](#), SyncMaster [LCD monitors](#), and large format [LCD and plasma displays](#). To complete their digital signage installs, Almo is offering Samsung's network-enabled displays equipped with [MagicInfo Pro](#) software, which provides support for multiple content servers, automatic program updating by server, system performance monitoring, remote management, customizable templates and video wall support.

**Resellers will have the opportunity to see Samsung's professional-grade products at Almo Professional A/V's upcoming Regional Expo in St. Louis, Missouri, September 14-15. Samsung is also hosting a training session featuring industry expert Alan Brawn, titled "Digital Signage: The Future is Now," which explores the benefits of the MagicInfo signage solution. For more information and to register, visit: [www.almo.com/StLouisExpo](http://www.almo.com/StLouisExpo).**

The new Almo Professional A/V division has appointed 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 Samsung Electronics America Information Technology Division**

Samsung's Information Technology Division (ITD) is one of the fastest growing IT companies in the U.S., and is committed to serving the IT needs of consumers ranging from the home user to the Fortune 500 elite, and supports the valued channel partners who serve our customers. Offering innovative solutions and award-winning designs, Samsung ITD presents a complete line of award-winning color and mono-laser printing solutions, desktop monitors, notebook computers, digital signage solutions and projectors. Based in Ridgefield Park, N.J., ITD is a division of Samsung Electronics America (SEA), a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC). For more information, please visit [www.samsung.com](http://www.samsung.com) or call **1-800-SAMSUNG**.

**About Almo Corporation**

Almo Corporation is the nation's leading independent distributor of Major Appliances and Consumer Electronics. Almo distributes over 35 of the industries top brand names of Major Appliances, Consumer Electronics, Mobile and Professional Audio/Visual Equipment, Professional Residential Kitchen and Outdoor Appliances and Industrial Wire and Cable Products.

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

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