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## Press Release

### For Immediate Release

## Almo Professional A/V's September Expo Includes New Products, Networking and InfoComm CTS Renewal Units

### Training Sessions on Business Growth, LED and Digital Signage; One-on-One Time with Top Manufacturers; Part of Almo Corp.'s CE and Appliance Expo 2009

Philadelphia, PA — August 17, 2009 — [Almo Professional A/V](http://www.almo.com), a new value-added distributor serving the needs of professional audio/visual integrators, dealers and consultants, has opened registration for its [Professional A/V Expo 2009](http://www.almo.com), a free education and networking event designed to give partners the tools they need to stay productive and profitable.

Professional A/V Expo 2009 will take place in St. Louis September 14-15, in conjunction with parent company [Almo Corporation's](http://www.almo.com) traveling Consumer Electronics and Appliance Expo 2009. The two-day program includes educational sessions with the ability to earn up to 3.5 InfoComm CTS Renewal Units (RUs), access to the newest professional products in a dedicated exhibit hall, as well as the opportunity to network with leading manufacturers and the new Almo Professional A/V sales team.

According to Sam Taylor, executive vice president and COO of Almo Professional A/V, "This is the first major event since our division formed. We are ready to bring our partners the training they need to stay ahead and even earn valuable InfoComm CTS Renewal Units. Partners who attend also will have the added benefit of participating in Almo's Consumer Electronics and Appliance Expo, making it a true all-around conference and tradeshow experience at the local level."

The following educational sessions will take place during Professional A/V Expo 2009:

- **Keynote:** *"Five Things You NEED to Do to Thrive in 2009,"* – 1.5 CTS RUs  
Gary Kayye, CTS, Chief Visionary, Kayye Consulting, Inc.
- *"Sharp LED Technology: The Basics and Beyond,"*  
Scott Roche, Senior Field Manager, Sharp USA.
- *"Web-Based Content Management Solutions for Cost-Effective Digital Signage,"*  
Ryan Cahoy, Product Manager, Rise Vision.
- *"Digital Signage: The Future Is Now,"* – 2 CTS RUs  
Alan Brawn, CTS, ISF, ISF-C, President, Brawn Consulting.

Professional A/V Expo 2009 will feature an exhibit hall filled with leading professional display and peripheral manufacturers -- including Panasonic, Samsung, Rise Vision, Premier, Chief and Sharp – showcasing the newest A/V flat panels, projectors, accessories, software services and more.

Almo Professional A/V will provide Twitter updates directly from the event floor. To follow, go to <http://twitter.com/AlmoProAV>. For complete details about Professional A/V Expo 2009, including registration and lodging, please go to [www.almo.com/StLouisExpo](http://www.almo.com/StLouisExpo).

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#### **About Almo Professional A/V**

Founded in 2009, Almo Professional A/V is a value-added distributor that specializes in serving professional audio/visual integrators, dealers and consultants. With a highly skilled sales team, reseller education programs, 12 distribution centers across the U.S. and product lines specifically for the Pro A/V channel, customers can expect the full distribution experience on a local and a personal level.

The entire Almo Professional A/V sales team is Infocomm-trained, and the vast majority is CTS-certified. The team is also the first to complete the Digital Signage Certified Expert program. Almo Professional A/V teams with InfoComm International to offer certified courses that enable partners to stay ahead. At the same time, the division works with industry vendors to bring live and online product training opportunities directly to channel partners.

Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. Markets served include bar and restaurant, corporate, digital signage, education, government, healthcare, home theater, hospitality, house of worship, and rental & staging.

Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 410-560-2890 or go to [www.almo.com/proav](http://www.almo.com/proav).

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