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## Press Release

### Almo Professional A/V Becomes First Distributor with Entire Sales Force Earning Digital Signage Certification

#### Designation to Help Channel Partners Create and Sell Effective Digital Signage Systems

Philadelphia, PA — September 2, 2009 — [Almo Professional A/V](http://www.almo.com), a value-added distributor serving the needs of professional audio/visual integrators, dealers and consultants, today announced that it is the first distributor in the industry to have its entire sales force successfully complete the Digital Signage Certified Expert (DSCE) program. The sought-after DSCE designation signifies that the Almo Professional A/V sales team has an expert understanding of all the components in a digital signage network and can help channel partners create and sell effective digital signage systems.

According to the Q2 Digital Signage Expo Quarterly Business Barometer, the total percentage of international respondents who were positive about the future of the digital signage/digital out-of-home industry remains at 97 percent, even in a down economy.

"Digital signage is clearly one of the fastest-growing segments of the commercial audiovisual industry," explained Sam Taylor, executive vice president and COO of Almo Professional A/V. "The challenge is that most professionals don't have a full understanding of how to take all the complex parts of a digital signage system to produce an effective image and create value in the network." He continued, "This designation gives our partners an edge because not only can they get all the digital signage hardware and software from Almo Professional A/V, they also have an expert resource to guide them through the process and help them create a system that is the best solution for their customers."

"In the world of audiovisual today, it is all about the solution. You must understand the need before you can address the way to solve the problem," said Alan Brawn, principal of Brawn Consulting and the Digital Signage Experts Group. "Congratulations to Almo Professional A/V as the first distributor whose staff is 100 percent DSCE certified in the art, science and business of digital signage. A knowledgeable team provides customers with a solutions approach rather than a spec sheet sent in an e-mail. Taking care of the customer properly is the foundation of good business from any perspective. Well done."

#### About the Digital Signage Certified Expert Program

The DSCE program is run by the [Digital Signage Experts Group](http://www.digitalsignageexperts.com), an impartial and unbiased standards body offering the DSCE certification to the industry. The program covers the digital signage marketplace, customers and applications, the fundamentals of an effective digital signage system, location and environments, and the various types of hardware, networks, software and content so that participants may focus on selling value in digital signage. Participants must pass a certification test at the completion of the course to receive the DSCE designation.

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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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