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**RPM NAMED AS NATIONAL SALES REPRESENTATIVE
COMPANY FOR CERWIN-VEGA!**

**RPM and Cerwin-Vega! Form a Joint Partnership to Provide a Cohesive
Sales and Marketing Strategy, While Improving Product Distribution
Across the US.**

Chatsworth, CA, August 17 2005 – Cerwin-Vega! Home Products has appointed Revolutionizing Product Marketing, LLC (RPM) as their national sales representative company in the United States.

This alliance is designed to advance the Cerwin-Vega! brand position by creating a cohesive sales and marketing strategy and centralizing decision making on all existing and new distribution. RPM is a national rep firm that will provide added value to Cerwin-Vega!’s custom install and retail partners through improved channel management, promotions and strategic alliances.

“RPM will be working closely with management at Cerwin-Vega! to create a national distribution presence that will position us for growth as we develop and market new and exciting products starting next year,” stated Vice President,

Sales and Marketing of Cerwin-Vega! Timothy Dorwart. “Our goal is to increase the reach of the Cerwin-Vega! brand in the market while preserving the profitability.”

According to the agreement, RPM will be responsible for maintaining proper independent sales force coverage as well as providing appropriate local service in which RPM will interview, manage and train sub-reps in concentrated territories; communicating consistent brand positioning to the retailers; managing and maintaining current business relationships, while seeking new accounts to increase sales of Cerwin Vega! Home Products. RPM will also be handling all orders and implementing a new single-step order system.

“Cerwin-Vega! is a great line for RPM,” said Greg Keys, RPM’s President. “They have excellent brand recognition and a diverse line of products which offer excellent sound quality, build quality and satisfy most customers’ needs. Adding Cerwin-Vega! to our brands allows RPM to continue its expansion efforts to meet the needs of our custom dealers and retail partners.”

“Our relationship with RPM will allow us to improve our sales and marketing services for our current retail customer base,” said Dorwart. “I believe RPM is the up and coming national sales firm, they have proven to be incredibly successful with partners like Delphi and XM, and we’re excited to be working with them to expand our business.”

Based in Chatsworth California, Cerwin-Vega, Inc. has been a leader in the design, manufacture and distribution of loudspeakers for the home, mobile and professional audio markets since 1954. Designed in pursuit of dynamic, accurate sound reproduction, Cerwin-Vega products are distributed throughout the world through a network of distributors and dealers in more than 75 countries. Cerwin-Vega, 9340 De Soto Ave. Chatsworth, CA 91311 818-534-1500 www.cerwin-vega.com

Established in 2003, Revolutionizing Product Marketing LLC (RPM) has quickly become the premier national sales representative firm of top premium brands in the consumer electronics industry. RPM's team has years of experience in working with national, regional, and independent consumer electronic retailers to provide a diverse line of entertainment products that fill a wide range of retail niches.