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STAMPEDE DEBUTS StampedeNet® ONLINE VENDOR PORTAL CREATING A CENTRAL POINT FOR BILATERAL ELECTRONIC COMMUNICATION

Industry-leading value-added ProAV distributor's new StampedeNet® online portal allows customers to manage all of their claims online and interact with Stampede account managers outside of the traditional email system.

SpecNet® lead management system will be added to the new portal later this year.

AMHERST, NEW YORK, January 11, 2012 — Demonstrating its ability to bring a new level of completeness to its vendor support programs, Stampede Presentation Products, Inc., the leading value-added distributor of ProAV solutions, today launched its **StampedeNet®** Online Vendor Portal to better manage all account claims while facilitating all types of account communication outside the confines of a traditional email system.

According to Stampede President & COO Kevin Kelly, the breakthrough new portal, believed to be the first of its kind in the industry, now allows the company's more than 135 manufacturer partners to gain insight, improve communication, and, later this year, grow their business in unprecedented new ways.

"The fact of the matter is that in a 24/7/365 world we simply can no longer rely upon email as the most efficient way to provide support to our growing vendor base which is distributed throughout the Americas," Kelly said today. "**StampedeNet** completely automates the communication between us and our partner manufacturers. By accessing **StampedeNet** our vendors will gain valuable insight into their business relationship with Stampede. The portal creates a central point for bilateral electronic communication on issues such as claims, pricing file updates and other information related directly to both of our businesses."

According to Kelly, the new online portal is being introduced in two stages. The second stage will occur later this year with the addition of a new online lead management system called **SpecNet®** that will provide each vendor with highly qualified end user customer leads. The leads will be assigned to a Stampede relationship manager and a designated integrator/dealer. Each vendor who

qualifies to participate in the **SpecNet** system will assign a vendor field sales person to the sales lead. What's more, since the entire **SpecNet** pipeline will be managed within the online vendor portal, it will be available for access 24 hours a day. Participation in the **SpecNet** lead management system will be granted to vendors who participate in the Stampede Big Book of AV Tour and meet certain minimum qualifications.

"We view this portal as a dynamic and expandable communications platform that will allow us to manage our lead management systems, vendor pipeline, and market share and sales information. It is a technology platform that will continually become more integrated with every area of our business over time," Kelly emphasized. "As such, it is the next logical extension of our ongoing commitment to constantly create industry-leading marketing initiatives that increase the intimacy between vendors, integrators and end user customers. Just as The Big Book of AV is the industry's leading end user ProAV publication and BigBookofAV.com is the industry's leading dealer and end user portal for product information, our new **StampedeNet** and **SpecNet** solutions will change the rules of the game again for vendor communication and lead management systems."

The screenshot shows the StampedeNet vendor portal interface. At the top left is the Stampede logo with the text "U.S.A. Canada Latin America". At the top right is the StampedeNet logo. Below the logo is a navigation bar with a "Sign In to the Vendor Portal" button. The main content area is divided into three columns. The left column contains links for "Looking to become a Stampede Vendor", "Vendor Application", "StampedeNet Trainings", "Stampede Links", "Stampede AV Blog", "Stampede USA", "Stampede Canada", "Stampede University", "Big Book of AV", and "Big Book of AV Tour". The middle column is titled "Welcome to the StampedeNet®" and contains a "Sign In to the Vendor Portal" button, a "Welcome to the StampedeNet®" heading, a paragraph of introductory text, a "StampedeNet® will allow you to do the following with ease:" heading, a bulleted list of three benefits (Gain Insight, Improve Communication, Grow Your Business), a "StampedeNet® launches on January 1, 2012" announcement, a paragraph about webinars, a note about staff enrollment, and a "Your Next Steps:" heading with a bulleted list of two action items. The right column is titled "About Stampede" and contains a paragraph of text about the company's value-added distribution and services. At the bottom of the page is a footer with the text "©2011 Stampede Presentation Products | 1.716.817.1700 | info@bigbookofav.com".

About Stampede

Known for its value-added distribution, Amherst, NY-based Stampede is the leading distributor of presentation equipment including LCD/DLP projectors and flat panel displays. Stampede provides a complete range of brand name presentation equipment to a variety of audio/video, computer, and home theater resellers and integrators in the United States, Canada and Latin America. These resellers rely on Stampede for value-added services in distribution, marketing and solution-based sales. Stampede annually produces the "Big Book of AV," an 816-page catalog and companion website (www.BigBookofAV.com) providing hundreds of sales, installation and spec tips for Stampede's dealers in addition to product details on more than 5,000 SKUs. For more information on Stampede, log onto www.stampede.com.

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