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## **STAMPEDE TO REPORT RECORD SALES IN 2011; PROJECTS CONTINUED LONG TERM GROWTH AT 2011 VENDOR SUMMIT**

Industry leading value added distributor of ProAV solutions is capping a historic year of growth as measured by dollar revenue, unit sales, lines represented.

“We’re everywhere where ProAV solutions are sold” — Stampede President & COO Kevin Kelly tells attendees of its 2011 Stampede Vendor Summit.

AMHERST, NEW YORK, October 28, 2011 — Capping a year of unprecedented growth, expansion, acquisitions and investment, Stampede, the leading value-added distributor of professional audio video (ProAV) solutions, today told attendees of its third annual Vendor Summit that it will report record sales in 2011. What’s more, Stampede Global President & COO Kevin Kelly said that despite continued uncertainty in the larger economy, the company would continue to grow significantly in 2012.

“Focus, focus, focus,” Kelly said, “are the three major reasons for our continued success. Stampede is the oldest, largest, and deepest specialist distributor in the ProAV space and, because of this laser focus, we continue to grow and expand where others have failed. In fact, we expect 2011 sales to show a 51 percent growth in unit sales in core categories, a 48 percent increase in operating profit, and a 257 percent increase in net income.”

According to Kelly, 2011 has been the most successful year yet in the company’s 14-year history of serving the needs of ProfessionalAV dealers. Now representing more than 120 different manufacturers, Stampede has added 35 new lines in the last two years alone.

What’s more, millions of dollars have been invested in the acquisition of Spire Global, increased inventory levels, increased A/R, expanded sales and technical support teams and additional offices, as well as significantly expanded and upgraded IT systems. “As a direct result of these investments, Stampede today is better prepared to meet every product, training, and marketing support need of every one of our more than 9000 dealer partners. We continue to grow in a tough economic environment and, most importantly, we offer more

opportunities than ever before for our partners, and that's what this business is fundamentally all about."

Also significant for the long run, Stampede in 2011 has expanded both its product offering and its reach. While maintaining its dedication to the specialist approach, the company has targeted new product categories that are relevant to Professional AV dealers, such as video conferencing and 3D; leveraged its reach into the market with a cross-matrix approach that relies upon specialist teams who are focused on specific product lines, increased speed of product line penetration, and increased vendor access to incremental opportunities. At the same time, the company has developed strategic alliances with key dealers that provide for 'right of first refusal' positioning, imbedded staff to maximize opportunities, and increased Stampede vendor access.

Looking ahead to 2012, Kelly told attendees that Stampede will focus on three major initiatives: dive deeper into the market, improve organizational alignment, and prepare dealers for both today and tomorrow. "Over the next three months, we are going announce a number of strategic new programs that are going to create even more opportunities for our manufacturer and dealer partners. 2012 is going to be another very exciting year for us and it couldn't come at a better time as we will celebrate our 15th anniversary next year."

Now in its third year, the annual Stampede Vendor Summit brings together manufacturers, dealers, special guests and Stampede sales and support team members for a four-day period of review, planning and forecasting. The 2011 summit was based at the Connecticut Street Armory with additional events held at the company's Amherst, New York headquarters and the Hyatt Buffalo hotel. More than 50 vendors participated at this year's event, which ran from October 22-25, 2011. The keynote presentation was made by Dr. William Coggshall, President of Pacific Media Associates, who previewed his 2011 Front Projector Market Update for attendees (see separate news release).

### **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](http://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-global.com](http://www.stampede-global.com).