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For release: June 18, 2008

Stampede Unveils “Big Book of AV” at InfoComm ‘08

500-Page Catalog Includes Tips and Resources to Help Dealers Grow Their Businesses

Las Vegas, NV, June 18, 2008 — Today Stampede, a leading value-added distributor of presentation and home theater technology, will unveil its first-ever “Big Book of AV,” here at InfoComm ’08. The new 500-page book and companion website (www.BigBookofAV.com) include hundreds of sales, installation and spec tips for Stampede’s dealers in addition to product details on more than 5,000 SKUs. Aimed at serving as a resource guide for dealers, the Big Book of AV also includes overviews on 10 vertical markets such as House of Worship and Education; helpful tips and checklists on topics such as installation, lenses, and lamps; and background information on each manufacturer.

“We want our dealers to win every job they bid and thrive in every market they target,” said Kevin Kelly, Stampede president and COO. “We worked with our manufacturing partners and industry experts to produce an indispensable tool that will help our dealers grow their businesses. At just one glance our dealers will see how the Big Book of AV can help them spec more effectively, sell the right products to their customers, and install more efficiently than ever before.”

The Big Book of AV includes many brands that are new to Stampede and thousands of new products. In addition to the hard copy to be distributed at InfoComm ’08, booth N7655, the companion website, www.BigBookofAV.com, will go live starting today at 7:00 am PDT

About Stampede

Known for its value-added distribution, Stampede is a 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/visual, 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 has received numerous recognitions, including No. 1 in customer service for North American large screen distributors (2000, Pacific Media Associates), “International Distributor of the Year” (2001, *AV Magazine*), “Best Managed Company” in the Buffalo Niagara region (2005, *Business First*), and “Fast Track 50” (2002-2007 *Business First*). For more information on Stampede, log onto www.stampedeglobal.com.

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