

## PRESS RELEASE

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### **ELAN, Sunfire and ATON Host First-Ever Global Partner Reception and Awards Ceremony at ISE Hosting 50 Guests Representing 30 Countries**

#### **ELAN Group of Companies Honor International Partners, While Increasing ISE Presence**

**AMSTERDAM, HOLLAND** - ELAN® Home Systems, Sunfire® and ATON™, leading manufacturers of award-winning custom A/V systems and Luxury Home Theater products, enjoyed some quality time with their Global Partners at an exclusive reception during this year's Integrated Systems Europe Show. The event honored Distributor successes, recognized top performers from around the world, and provided the host Group of Companies with the opportunity to hear valuable input regarding product needs for the European market

The event was held at the Golden Tulip Apollo hotel, overlooking the intersection of five of Amsterdam's historic canals. The more than 50 guests had the opportunity to meet with their peers and the Group's corporate staff, as well as be the first in the world to see new ELAN, Sunfire and ATON products and plans for 2009.

Additionally, sister company HomeLogic™ made its international debut at the event, presenting products scheduled to enter the global marketplace in the fourth quarter of 2009. Major opportunities and channel expansion, resulting from new companies ATON and HomeLogic, were extremely well received by Sunfire and ELAN's International Distributors. The Group also conducted surveys to gather additional input regarding products and services from their Partners.

"Meeting face-to-face with our valued Global Partners in one setting was the greatest benefit of participating in the show" said Cat Fowler, ELAN's VP of Marketing, Inside Sales and Customer Services. "We've experienced a dramatic growth of 55% over the past two years with our International Distributors, and it was exciting to have the opportunity to gather first-hand input from them. This will help us achieve even greater success together in 2009. We will definitely do this again."

Michael Murray, ELAN's International Sales Manager noted, "Having the opportunity to hear our highly valued Partner's feedback and bring that back to our Companies is critical to continuing the awesome growth we have achieved thus far. Having this reception at ISE brought a special bonding for all of us, and heightened the energy for new selling opportunities in 2009."

"The reception had the feeling of a landmark event. For all the Distributors present, it was clear the Company treats the whole issue of international sales as of primary importance," stated Jonathan Smith, Director of ELAN Systems UK, Ltd. "The presentation of ELAN together with HomeLogic, Sunfire and ATON was impressive. At a time when spirits tend to be lower, and news is dominated by relentless financial gloom, it is refreshing to be in a position to introduce both existing and potential new customers to a peerless range of product with innovative solutions for the diverse requirements of our Installers. We are looking forward to next year."

The top Distributors, and their individual accomplishments, honored at the reception were:

- Euro Impex – Sunfire's 2008 Highest Growth Percentage
- Svenska Vedos – Sunfire's 2008 Distributor of the Year
- Galtech LLC – ELAN, Sunfire and ATON's 2008 Biggest New Company / Rookie of the Year
- A&T Trade – ELAN's 2008 Distributor of the Year and Million Dollar Baby

On the ISE show floor the ELAN, Sunfire, and ATON Group was co-located with fellow Linear company manufacturer Furman / Panamax. In 2010, IP-based control sister Company, HomeLogic, will join the Group at ISE. For further press information, please contact Cat Fowler or Rick Gratz at ELAN at the same number, or Steven Style as noted below.

#### **About ELAN Home Systems:**

ELAN Home Systems is a leading manufacturer of innovative, award-winning Multi-Room audio/video and home control systems. Based in Lexington, KY, the company's systems were the first to integrate audio, video, phones and third-party products to create a seamless, easy-to-use "whole house" experience. The company's unique products provide complete lifestyle, feature-rich solutions, yet can be configured to fit the specific needs of every homeowner. ELAN products are distributed through a comprehensive channel of select Dealers and Distributors throughout the United States, Canada and 58 countries worldwide. To learn more, visit [www.elanhomesystems.com](http://www.elanhomesystems.com).

#### **About Sunfire:**

Founded by renowned audio innovator Bob Carver, Sunfire designs, develops, manufactures and markets the smallest, most powerful speakers, subwoofers and amplifiers in the world. Sold in more than 65 countries, Sunfire combines unconventional thinking with precision engineering to create innovative theater products that deliver exceptional performance – whenever, and wherever, they are heard. Carver's thirty five years of scientific research have resulted in numerous patents including the Tracking Downconverter™ power supply used in the company's receivers and amplifiers; and High Pressure, High Back-emf technology found in the company's speakers. For more information visit: [www.sunfire.com](http://www.sunfire.com).

#### **About ATON:**

ATON products are designed using multiple control and distribution technologies to provide easy-to-install systems that route, control and deliver audio and video content throughout the home. The company's core technologies include Dynamic Level Adjustment (DLA) Speaker Level Audio Routing, Radio Frequency (RF), Infrared (IR), and Category 5 (Cat 5) digital distribution of audio and video. Organized in late 2005 as a development group, the company has been working on key products aimed at providing innovative, affordable systems for consumers. ATON, a division of ELAN Home Systems, LLC is based in Lexington, Kentucky, and sells through a distribution network to custom installers. To learn more, visit [www.atonhome.com](http://www.atonhome.com).

#### **About HomeLogic:**

HomeLogic, LLC is dedicated to delivering market leading home management and control solutions that enhance a home owner's comfort, convenience and peace-of-mind. The company offers turn-key, green-friendly control solutions directly through Certified Dealers. HomeLogic systems provide an elegant user experience and require no custom programming simplifying the installation process as well as lowering the overall cost and complexity for homeowners. HomeLogic sells exclusively through a select group of direct Dealers. For more information visit [www.homelogic.com](http://www.homelogic.com).

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