

## Bryston, LTD Appoints WSR Sales for Florida and the Southeastern US

**Peterborough, Ontario Oct. 19<sup>th</sup>, 2009**—Bryston, LTD has announced that the appointment of WSR Sales, Inc. as independent sales representation for Florida and the southeast region of the United States.

Based in Orlando, Florida, WSR will cover two areas for Bryston: The state of Florida and the southeast region that is comprised of Alabama, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Puerto Rico. "The entire staff is excited to represent a legendary brand that has exhibited the performance and durability unmatched by any electronics manufacturer in the audio business," said WSR president Robert Thompson. "Bryston products are equally suited in audiophile music systems, home theaters, and expansive whole-house distributed audio applications. We couldn't be more thrilled to bring this lineup to our dealer base." WSR operates with six employees to service dealers throughout the seven-state territory.



"We know that the southeast US is a critical region and we are confident that WSR can do the job for Bryston professionally and efficiently," explained Bryston national sales manager Craig Bell. "We have been impressed with WSR's enthusiasm and energy out of the gate and we anticipate establishing key dealer relationships by working closely with Robert and his team," Bell added. WSR also represents SIM2, Sonos, THIEL Loudspeakers, and other premium manufacturers.

**About Bryston:** *Bryston ([www.bryston.ca](http://www.bryston.ca)) first opened for business in 1962 as a manufacturer of blood analysis equipment, and was named (as an acronym) for its three founders, Tony Bauer, Stan Rybb, and John Stonborough. In 1968, NASA engineer John Russell, Sr. relocated himself and his family to Canada from the US and bought the company, where his son Chris set to work designing the first Bryston amplifier. The Pro 3 made its debut in 1973, and since that time, Bryston components have become legendary for their hand-assembled build quality, performance and reliability in both the pro audio and consumer audio market segments. Bryston amplifiers are utilized in some of the world's most renowned recording studios and owned by many discerning music industry professionals. Bryston applies manufacturing techniques and materials in the everyday assembly of their electronic equipment that are more typically utilized by the military and aerospace industries. Bryston is now based in Peterborough, Ontario Canada, just northeast of Toronto, and sold through over 150 dealers in North America and 60 countries worldwide.*

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