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James Loudspeaker™ Appoints Independent Sales Representation for Indiana and Kentucky

Cardinal Sales Corporation to leverage relationships with diverse dealer base to increase regional brand visibility for James Loudspeaker

Napa, CA, May 4th, 2015 – James Loudspeaker (www.jamesloudspeaker.com), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, has appointed Cardinal Sales to represent the James brand in Indiana and Kentucky. Cardinal Sales was founded Sumner Selby in 1968 and offers the benefit of a skilled staff and key relationships throughout the region.

Cardinal Sales will be responsible for aligning the James Loudspeaker brand with the most qualified A/V integrators serving the luxury home market in Indiana and Kentucky. “We are confident that our base of integrators will be energized by the build quality, performance and unique form factors offered by James Loudspeaker,” explained Cardinal president Keith Selby. “We have an opportunity to supply the finest solutions in architectural, sound bars, outdoor and home theater speakers as well as the nearly limitless array of customized solutions offered by James. This is an exciting product line for our organization,” Selby added. Cardinal Sales offers product training to their accounts as well as full support for factory training initiatives within the territory when applicable.

“It is very important for James Loudspeaker to partner with the most professional independent sales organizations for each region,” explained John B. Parker, VP of North American Sales for James Loudspeaker. “As a premium solutions provider bringing added value to the CI channel through innovation and application-specific specialty products, we require qualified sales representatives who are detail oriented—and we are confident in Keith and his team to do the job for us in Indiana and Kentucky,” Parker concluded.

About James Loudspeaker: James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with built-to-suit solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in Napa, CA since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide. www.jamesloudspeaker.com

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