

FOR IMMEDIATE RELEASE

James Loudspeaker™ Selects River City Sales as Manufacturer's Sales Rep for Midwest Region

Napa, CA, January 30th, 2017 – James Loudspeaker (www.jamesloudspeaker.com), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, has appointed River City Sales, Inc. as their independent sales representatives in the Midwest effective February 1, 2017. River City Sales is based in St. Louis, MO with offices in Kansas City and will be covering Missouri, Kansas, Nebraska, Iowa and Southern Illinois for the James Loudspeaker brand, CI division.

Established in 2004, River City Sales has established a superb working relationship with custom integrators through their sizable territory. “In the rapidly changing arena of whole-house entertainment, James Loudspeaker offers a product line comprised of superb solutions as well as almost limitless custom options that position our integrators to succeed,” explained Brett Phelps, principal at River City Sales. “The breadth of the James Loudspeaker product line will enable integrators to emphasize a single brand story when it comes to décor-friendly high-performance loudspeakers, whether it applies to outdoor audio, sound bars, architectural or home theater solutions.”

“River City Sales is a good fit for James Loudspeaker—Brett and his team have the experience and critical relationships to be successful in this region,” stated James Loudspeaker National Sales Director Keith Parke. “I am also confident that River City Sales will deliver premium customer service to the channel, and through their hard work increase the brand visibility for James Loudspeaker in the Midwest states,” he added.

Contact: Brett Phelps brettp@rivercitysalesinc.com / (314) 427-8300

SEE JAMES LOUDSPEAKER AT ISE 2017, BOOTH 7-P210

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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