

**FOR IMMEDIATE RELEASE**

## **AudioControl Appoints Performance Sales and Marketing to Represent Home Audio Products in the Midwest Region**

**Seattle, WA, March 30<sup>th</sup>, 2017** – AudioControl® ([audiocontrol.com](http://audiocontrol.com)), designers and manufacturers of innovative high-performance audio solutions for the residential, commercial and automotive markets has appointed Performance Sales and Marketing to represent their whole-house entertainment and home theater products in Nebraska, Iowa, Kansas, Missouri and Southern Illinois effective immediately.

Rep principal John Curtiss has logged 35 years in the consumer electronics industry, with 25 of those working as an independent rep. He founded Performance Sales and Marketing based in Kansas City, MO to deliver class-leading products and superb service to dealers and integration specialists throughout a territory that spans roughly 1 million square miles. The region features major markets such as Kansas City, St. Louis, Des Moines, Iowa and Omaha, Nebraska. “I am excited to be offering products from a company such as AudioControl that has been an established innovator for 40 years with US-based manufacturing and engineering,” Curtiss explained. “This product line is ideally suited to the needs of home theater specialists and custom integrators, and I anticipate success with the AudioControl brand throughout my territory.”

“We are excited to work with John and leverage his experience and relationships throughout the Midwest on behalf of the AudioControl brand,” explained Chris Kane, Vice President Of Sales & Marketing at AudioControl. “AudioControl maintains the highest level of commitment to our dealers and integration specialists, and we are confident that Performance Sales & Marketing will provide the brand visibility and customer service commensurate with our 40 year legacy of fine audio products.”

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### **AudioControl—celebrating 40 years of Making Good Sound Great**

#### **About AudioControl**

AudioControl is a leading designer and manufacturer of innovative high-performance audio solutions for the residential, commercial and automotive markets since 1977. Based in Seattle, WA, AudioControl offers premium quality home theater and whole-house entertainment products, distributed audio amplifiers for commercial applications and a legacy of outstanding car audio processors, amplifiers and OEM interface solutions sold and installed worldwide by qualified professionals. For more information visit [audiocontrol.com](http://audiocontrol.com) or contact AudioControl at +1 425-775-8461 or e-mail [sound.great@audiocontrol.com](mailto:sound.great@audiocontrol.com).

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