

FOR IMMEDIATE RELEASE



RICK SANCHEZ:

Starin Expands Business Development Team with Sanchez.

Rick Sanchez joins the Starin team Business Development Manager. Formerly the Senior Inside Sales Manager at JB&A Distribution, Sanchez will be leading the business development team that covers the West Coast along with several states in the Rockies. Sanchez's seasoned experience includes the ability to construct complex hardware options for media, entertainment, and the corporate environment. Rick's former positions at PSAV and Spinitar readied him to lead the West in Starin's team support structure. Stated Neal Weber, Vice President of Sales and Marketing: "Rick has a long history of being a resource for the largest dealers in that part of the nation, and he is already making a positive impact for us. Rick's approach is solutions, not skus which fits perfectly into our company's mission statement."

"In the grand scheme of things Starin brings value to the industry by developing deep, lifelong business relationships, not just with its customer's but, with many tenured employees. That is what attracted me to Starin." Sanchez noted.

Sanchez continued: "Make a customer, not just a sale is a mantra that I learned many years ago. From day-one It was viscerally clear that Starin was serious about its customers, and doing right by them. Only good things can come from a company whose mission statement is making the job of the communications professional easier and more profitable."

Founded in 1988, Starin has grown from a small Midwest based organization to North American coverage. Jim Starin, founder, built the business by empowering the team from management to all associates through principle-centered responsibility. The company is now majority owned by its employees, creating a culture of accountability and engagement.

Fundamentally, a Business Development firm, Starin performs Market Development, Channel Management and Demand Generation functions for the associated brands. This is accomplished most effectively via a high degree of Brand Synergy. Starin also works with focus for Opportunity and Profit center development for its resellers, integrators and other outlets for professional and commercial audio/video. Starin maintains 100,000+ SF of warehousing to accommodate available inventory and quick delivery of solution-based products.

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