



Tributaries[®] Appoints Three New Rep Forms

Orlando, FL—August 2011—Tributaries[®] Cable is pleased to announce the appointment of three new firms to represent the company in the territories of Northern California/Northern Nevada, Central US and Northern Illinois/Wisconsin.

“We are thrilled with the addition of these three new teams adding to the strength of our front line,” said Joe Perfito, President of Tributaries. “I am fully confident that each will inspire a positive impact on their respective territories.”

Effective immediately, Zone Pacific will handle Northern California and Northern Nevada. The team of Gary Paola, Ben Grass, Greg Bahlhorn and Lesley Horton bring over 80 years of experience in the successful sales and marketing of consumer products. Drawing on their experience, they are well-known for their ability to share their experience with their dealers as well as for their responsiveness and follow through to their dealer’s needs.

Creative Sales and Marketing will handle the Central US, led by principals Randy Strunk (Nebraska and Iowa) and Joe Shaffer (Kansas, Missouri and Southern Illinois) supported by Vicky Dovel for inside sales. With their 60 years of experience in representing select specialty CE manufacturers, they bring a wealth of experience and the knowledge of how to assist their dealers in maintaining sales and profitability. Their level of enthusiasm and commitment completely mirrors Tributaries philosophy of doing business.

Orion Advanced Marketing will handle the Northern Illinois and Wisconsin area with Steve Block and Larry Lebbing leading an impressive group of on-the-road salesman and office support staff. Dan Davis, Bill Haran and Mike Hanrahan spend most of their days on the road, personally supporting their retail and custom accounts, while Kathy Zielinski, Carol Vittorini and Alissa Witt take care of inside sales support. With a proven track record of building long-term relationships with their dealers, Orion Advanced Marketing is a perfect fit for Tributaries.

About Tributaries®

Established in 1991 in Orlando, Florida, Tributaries® is an acknowledged leader in the design, production, and distribution of high-quality audio and video interconnect cables, speaker wires, accessories, and electronics. The company prides itself on its customer service, and has won the CE industry magazine *Inside Track* Supplier Loyalty Awards a total of 13 times in the past 15 years.

For more information, please visit www.tributariescable.com.