



## **TRIBUTARIES<sup>®</sup> Takes ‘Cool on a Spool’ promotion to a whole new level!**

**Mini Cooper S Clubman to be given away to a Tributaries Dealer at CEDIA**

**Orlando, Florida, August 2008**—Tributaries<sup>®</sup> Cable is thrilled to announce their “Cool on a Spool” marketing initiative culminating in the giveaway of a new 2008 Mini Cooper S Clubman during this year’s CEDIA Expo in Denver, Colorado. The drawing will be held live on Friday, September 5<sup>th</sup> at 5 pm MST. CEDIA President Utz Baldwin will be on hand to draw the winning company name, along with “Into Tomorrow Radio” host Dave Graveline who will serve as emcee.

“We’re always looking for interesting ways to say thank you to our dealers. After all, our success depends on their success,” said Joe Perfito, President of Tributaries Cable. “We’re very excited about the Mini giveaway at CEDIA—we hope the drawing will generate excitement on the show floor and give people an extra reason to stop by. When dealers think of Tributaries we want to them to view us as a strong and innovative business partner who provides exceptional service and great products, but who also patently enjoy what we do.”

The promotion is open to authorized Tributaries dealers who have purchased Series 9, Series 7, Series 5 or Series 3 Interconnect Cables and/or TRIBMINI Cable and MINIBS or MINIRS Connectors direct from Tributaries from July 1, 2007 through June 30, 2008. For every \$500, at dealer cost, of those products listed, the dealer will receive one entry. All entries will be gathered at the end of August and a drawing will be held at CEDIA 2008. For more information visit the dedicated web site: [www.TRIBMINI.com](http://www.TRIBMINI.com).

## **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 eleven times in the past twelve years.

For more information, please visit [www.tributariescable.com](http://www.tributariescable.com).

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High-resolution photography is also available for download from the Tributaries photo site:

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