



TRIBUTARIES[®] ‘Cool on a Spool’ Promotion

Orlando, Florida, October 2008—Tributaries[®] Cable is thrilled to announce their hugely successful “Cool on a Spool” marketing initiative ended with the much anticipated vehicle giveaway during the 2008 CEDIA Expo in Denver, Colorado. Larry Scott, President of Artistic Video & Sound in Coopersburg, PA, was selected as the winner. The drawing held live on Friday, September 5, 2008, was presided over by CEDIA President Utz Baldwin along with “Into Tomorrow” radio host Dave Graveline who served as emcee and Joe Perfito, President of Tributaries[®].

Scott, a 9-year Tributaries veteran, was shocked to hear the news from Tributaries’ Representative Michael Pupo of Bay Marketing who was attending the exposition Friday night. “When I saw the caller ID from Michael at 7:15 pm on a Friday night, I knew something was up, but never thought it would be something like this,” said Scott. “He told me I won a car and I had to have him repeat it several times since I was so surprised. I had never won anything anywhere close to this magnitude and of course I was thoroughly thrilled and appreciative.”

“The ‘Cool on a Spool’ promotion exceeded our expectations,” said Joe Perfito, President of Tributaries Cable. “We wanted to do something different that got the dealers excited. At CEDIA, our booth and the surrounding aisle ways were packed with dealers, waiting and hoping to hear their names called, it was fantastic to feel the energy,” he continued. “While we didn’t require the dealer to be present, we’re glad that Michael was able to accept the car on Larry’s behalf. Congratulations to Larry, and enjoy the ride!”

Scott loves the look of the MiniCooper, decked out with removable Tributaries decals, and he intends to keep them on the car. “The Tributaries cables on the sides look like flames!” stated Scott. He might have to keep a close eye on his new TribMini, as its arrival piqued the interest of his colleagues and customers. “Everyone was very surprised and excited. Suddenly everyone was an ‘expert’ in operating a 6 speed manual shift!”

When asked what winning the car meant to him, Scott replied, “Well of course I am very thankful to Tributaries, not only for such an exciting and really cool car to drive, but also for the quality product and service they provide to AV&S and our customers. They are really a wonderful company to do business with!”

The promotion was open to authorized Tributaries dealers who had 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 received one entry.

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.

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