

Peerless Rolls Out 4 Mix-&Match Flat Panel Mount Lines for Retailers

Choose SKUs from Any Series, Including World's-Thinnest 'Slimline' Mounts, to Meet Different Customer Needs & Price Points; Private Labeling Available

LAS VEGAS (January 7, 2010) – Peerless Industries today announced four new flat panel wall mount series enabling consumer electronics retailers to mix and match SKUs to address different customer price and feature preferences. The lines range from the entry-level TruVue™ to the top-of-the-line Slimline®, the world's thinnest mounts for ultra-thin flat panel TVs. MSRPs span \$29.99 to \$649.99, boxes have a common look and feel for easy display, and in-store merchandising includes self-serve mount selection guides.

Available either branded or with private labeling, the new Peerless products can be seen at Booth # 11440 in the Central Hall at the Las Vegas Convention Center at the 2010 International CES show running January 7-10. All products are shipping now.

46 SKUs for All Needs

Expanding on a portfolio of 150 flat panel mounts sold primarily through institutional channels, the four new Peerless series offer 46 easy-to-install flat, tilt and articulating models for a full range of TV sizes. The lines vary in functionality, design, construction and price point to offer options to meet all needs. The series are:

- **Slimline®** - the market's slimmest wall mounts for today's ultra-thin TVs. The distance between wall and TV is just 1/3" for flat mounts, 3/4" for tilt mounts, and 1" for articulating arm mounts that extend up to 28.9", enabling mounting mechanisms to virtually disappear. 8 SKUs with MSRPs from \$129 to \$499.
- **PerfectMount®** - a luxury line with versatile features like perfect screen centering in any position. 13 SKUs with MSRPs from \$74.99 to \$649.99.
- **Paramount™** - an intermediate series with a high-gloss black finish. 13 SKUs with MSRPs from \$64.99 to \$349.99.
- **TruVue™** - an economy line with basic features for the budget-conscious. 12 SKUs with MSRPs from \$29.99 to \$199.99.

Peerless also offers a full brand merchandising program including multiple point-of-purchase and storyboard display options, store plan-o-gram services and product training.

“Our new retail program allows stores to tailor their flat panel TV mount inventory to ensure that they offer the right mount for local TV buying habits, income levels, and environments ranging from basic home entertainment installations to high-end home theaters,” said Justin Sabetti, Senior Brand Manager, Retail Solutions, Peerless Industries. “Retailers can meet the needs of their particular customer mix by carrying their choice of SKUs from any of our four lines.”

About Peerless Industries, Inc.

Peerless Industries is a 68-year old designer, manufacturer and distributor of A/V solutions including flat panel mounts, projector mounts, carts/stands, furniture, cables, screen cleaners and a full assortment of accessories. Peerless manufactures over 3,600 products that serve original equipment manufacturers, retailers and commercial installers in 25 vertical markets through direct salespeople and authorized distribution. For more information, visit www.peerlessmounts.com or follow @PeerlessMounts on Twitter www.twitter.com.

Media Contact:

rekraP nageM

SS|PR

847/415-9326

mparker@sspr.com