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**VANTAGE POINT AND PEERLESS INDUSTRIES ENTER DISTRIBUTION AGREEMENT AND EMBARK UPON A POWERHOUSE RELATIONSHIP**

SANTA FE SPRINGS, CA and CHICAGO, IL – (Special to 2006 International CES) January 5, 2006 – Vantage Point (Central Hall Booth #14438) and Peerless Industries, Inc. (South Hall 1 Booth #21544), two leading manufacturers of audio/visual mounting solutions, today announced the official start of a strategic distribution agreement by which the companies have combined their strengths in the consumer and commercial markets to offer the strongest portfolio of mounting products, service and support in the industry.

Unveiled at CEDIA EXPO 2005, the distribution agreement leverages Vantage Point's expertise and reputation in the consumer market and Peerless' strong foothold and prominence in the commercial market to deliver complementary audio/visual mounting solutions. Customers of both companies will benefit from the powerhouse combination of Vantage Point's strong brand recognition, quality product, supplier performance and in-house ad agency coupled with Peerless' design and engineering proficiency, extensive manufacturing capabilities, training and technical support, and in-house UL testing facility.

"The relationship just makes sense. We were the first supplier of mounting solutions focused on the Retail Market over 18 years ago and we have continued that focus. We have sold millions of mounting products to consumers through retail stores and have maintained retail friendly products and packaging," explained Mick Mulcahey, president of Vantage Point. "Peerless has been the number one supplier in the pro/commercial market for as long as we can remember. They have a product for nearly every application and the manufacturing facility for custom products. We feel our volume based pricing and product designs will be helpful to Peerless in its specific markets and we will benefit by filling holes in our product offering with Peerless' extensive product mix." Mulcahey feels their relationship will allow each of the two companies to use their expertise while leveraging each other's strengths. As the two markets are converging rapidly they will both be able to serve their customers better.

"Our goal is to make conducting business with Peerless a great experience every time. Our professional and retail customers each have very specific and diverse product needs that we are now able to satisfy by offering

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both mounting brands,” explained Mike Campagna, president of Peerless Industries. “Additionally, the opportunity to develop new products specifically for the retail market and have those products sold through Vantage Point’s sales and distribution channels is an exciting prospect.”

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#### **About Vantage Point**

A recognized leader in consumer audio/visual mounting solutions, Vantage Point has been manufacturing innovative mounts and furniture for nearly 20 years with a keen emphasis on design and style. Their diverse product lines include wall and ceiling mounting systems for all sizes of plasmas and LCDs, projectors, CRT televisions and speakers. Additional space-saving solutions include 3-Shelf Audio/Video systems, single and two-tier TV turntables and furniture quality speaker stands. Their success in the retail environment has stemmed from their continued commitment to provide outstanding service, value and product in a timely and professional manner to every customer- large or small. Vantage Point’s marketing efforts are second-to-none with the available resources of their in-house media agency which specializes in advertising, global packaging, product literature and website development. For more information please call 888-TV-MOUNT or visit us at [www.vanptc.com](http://www.vanptc.com)

#### **About Peerless Industries, Inc.**

For more than 40 years, Peerless has designed and manufactured the world’s most comprehensive line of high performance audio/visual mounting solutions. Today, Peerless designs and manufactures mounts for current and emerging visual display technologies, including LCD and plasma flat panel displays, projectors, CRT televisions and for other electronic equipment used in both the commercial and consumer markets. Built on decades of experience and proven expertise, Peerless offers its customers the best overall value by providing the right combination of high performance mounting solutions, affordable pricing and complete services and support. Peerless Industries is ISO 9001 certified and is an approved Underwriters Laboratories testing site. For more information, please call 1-800-865-2112 or visit [www.peerlessmounts.com](http://www.peerlessmounts.com)