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Kara Alvarez
Peerless Industries, Inc.
708-865-8870 x236
kara@peerlessindustries.com

Traci Schaefer
TLS Communications
630-269-4567
traci_schaefer@yahoo.com

PEERLESS DEFINES THE FUNCTION AND ART OF FLAT PANEL MOUNTING SOLUTIONS WITH NEW SMART™ MOUNT

Universal Flat Panel Mount Offers Professional End Users the Ultimate Balance of Security, Safety and Versatility in a Sleek, Stylish Design

CHICAGO -- July 7, 2004 -- Peerless Industries, Inc., the market leader in audiovisual mounting solutions for flat panels, projectors and other technology devices, today announced the **SMART Mount Flat Panel Universal Tilt Wall Mount** with a groundbreaking design that offers the ultimate combination of functionality and visual appeal. Engineered for quick and easy installation, the FPLWT-UN SMART Mount provides professional end users with the highest level of security, safety and versatility currently available in a mount, with an airy, contemporary and artistic design that complements the style and appeal of large flat panel displays.

According to International Data Corporation (IDC), flat panel shipments (both monitors and televisions) are expected to reach 167 million units by 2007. Large flat panels (plasma and LCDs greater than 30") are one of the fastest growing technologies in the market today. Growth in this area is expected to continue as product performance advances, prices decrease and product accessibility becomes more mainstream.

“As flat panel use accelerates, the market is requiring mounting solutions that can be universally integrated with a wide range of products. Mounts with greater functionality, such as easier tilt adjustment to allow for mobility and display from extreme angles and locations, is also imperative,” explained Christelle Imhof, product marketing manager, Flat Panel Support Division of Peerless Industries. “The new SMART Mounts offer these benefits combined with an unequalled elegance and style that enhances the flat panel installation and adds value to the application.” According to Imhof, the new mounts are ideal for end users requiring digital signage for environments such as airports, stadiums, storefront windows and hotels, along with traditional business applications including executive boardrooms and conference rooms. Because of their visual appeal, custom home theater enthusiasts will also benefit from a Peerless SMART Mount.

Peerless' new SMART Mount is the only all-in-one single/double stud mounting system with a ***universal bracket*** to accommodate virtually every 32"- 63" flat panel design and a ***comprehensive set of security fasteners*** for quick and easy installation. The SMART Mount's continuous, self-balancing, ***one-touch tilt mechanism*** effortlessly adjusts by simply moving the screen manually, eliminating the need for additional tools or knobs, while the ***dual sliding wall plates*** enable installation to single/double wood studs, concrete, a cinder block, or two metal studs to increase versatility for use in a wider range of applications.

The SMART Mount's advanced security and safety features make it the perfect mounting solution for high traffic, public areas where maximum exposure is essential. The mount features completely ***integrated wall-to-screen security***, including ***theft-resistant screws*** to secure the tilt brackets into the wall plates and the screen to the universal brackets, as well as a ***security latch*** for a safe installation. Additionally, the SMART Mount is ***UL[®] listed*** with the ability to easily hold more than four times the rated load capacity, resulting in additional customer reassurance and peace-of-mind.

Pricing and Availability

The FPLWT-UN SMART Mount will begin shipping this month and is available through Peerless Industries' network of AV professionals at a suggested retail price of \$299. It is available in black and silver and comes standard with a five-year warranty. **For more information, please call 1-800-865-2112 or go to www.peerlessindustries.com.**

About Peerless Industries, Inc.

For more than 40 years, Peerless has designed and manufactured the world's most comprehensive line of high performance audiovisual mounting systems for televisions, flat panels, projectors, computers and other technology accessories for both the commercial and consumer markets. Built on decades of proven expertise, Peerless offers its customers the best overall value by providing the right combination of high performance mounting solutions, affordable pricing and complete service and support. Peerless is ISO 9001 certified and is an approved Underwriters Laboratories testing site.

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