



PRESS RELEASE

Peerless-AV announce distribution agreement with Medium

Trade distributor to carry full range of Peerless mounting solutions

Watford (5th July 2011) – Peerless-AV UK are delighted to announce that with immediate effect Medium (UK) Ltd will be a distribution partner for their full range of wall mounting solutions and professional install products. This provides installers and resellers with an additional route to obtain market leading Peerless mounts from the UK's leading visual communications trade distributor.

Peerless has enjoyed rapid growth in the UK since the introduction of the brand in April 2009, with products that have been widely accepted by the Pro AV channel thanks to exceptional compatibility, a dedication to safety and an ease of installation that is second to none.

Over the last 20 years, Medium (UK) Ltd has established an unrivalled reputation for customer service, industry knowledge and technical support. Their portfolio of AV and video products includes projectors, flat panel displays, interactive systems, digital signage and video conferencing, which will all be perfectly complemented by the extensive range of Peerless mounting solutions to suit any application.

"Today we are delighted to announce that Medium have chosen to partner with our award winning Peerless products" comments Gordon Dutch Managing Director, Peerless-AV UK & Europe. "I believe this is another significant step forward for the brand as Medium UK are widely respected in the trade for their service and product portfolio, and will offer us additional UK opportunities in the numerous vertical markets where Peerless is market leader and product of choice throughout North America"

Ian Sempers Managing Director and Founder of Medium UK, said: "We wanted to add extra focus to our accessory proposition and with Peerless' superb product range and excellent channel support they are a perfect partner to do that. Peerless' standard SKUs offer features and benefits over many of their competitors, however it is their expertise in Digital Signage and Video Wall solutions that will bring instant success to our business. We look forward to building a long and healthy relationship with Peerless".

Backed by Peerless-AV in the US, who is celebrating its 70th year in business, the company has over 3600 products developed for the professional market, including new and innovative mounts for video walls, menu boards and a further 60 new products recently launched at InfoComm 2011.