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SALAMANDER
D E S I G N S



Booth 1061 at CEDIA

Salamander Designs Announces Broad Dealer Support Program for TV Mounts and A/V Cabinets

Unique TV Mount Display Kiosks, Elegant Packaging, and Furniture Design Centers Anchor Services to Increase Sales and Streamline Transactions

CEDIA EXPO, DENVER, Sept. 4, 2008 — Salamander Designs, Ltd., a leading designer and manufacturer of modern furniture, seating and mounting products for Home Theater and A/V entertainment systems, announces a broad dealer support program for its new line of premium flat-panel TV Mounts and popular home entertainment furniture, at CEDIA EXPO '08.

The program includes a new **Salamander Mount Display Kiosk**, sophisticated **designer packaging** for the TV mounts, new **Salamander Design Centers**, and a valuable **Salamander Design Center Dealer Program**. Salamander developed the program to assist its dealers with unique tools that help increase sales, streamline dealer-customer transactions, and provide customers with an engaging, value-added shopping experience.



Custom Kiosk Displays Salamander TV Mounts

The display kiosks for the TV Mount are stylish self-supporting sales tools. Standing over six feet tall, they dramatically and clearly demonstrate the effortlessness with which Salamander's new TV mounts support LCD and Plasma TVs, and the ease of movement provided by the articulating models. The kiosks are interactive, using real samples of the new mounts, and offering consumers access to Salamander's award-winning Web-based **Configurator** application. They strongly reinforce the Salamander brand, while occupying only four square feet of precious showroom space.

Salamander is further supporting its premium TV Mounts with iconic, beautifully designed packaging that reflects the refined aesthetic of the products. More sculptural than structural in appearance, the new mounts' smooth, curvilinear forms enhance the visual elegance of high-performance displays. Similarly, each mount comes in a distinctive matte black box that visually communicates the sophistication of the product inside. Product information is provided in English, Spanish and French, and augmented by a series of black-&-white images that give users an exceptionally clear impression of each mount.

The new TV mounts combine high performance with precision engineering, dedication to detail, and innovative features that reduce complexity without sacrificing quality. They deliver advanced, flexible solutions that make it easy to integrate plasma and LCD TVs with Salamander Designs' acclaimed modular A/V furniture systems.

The Salamander Design Centers also occupy relatively little space on the sales floor. Yet the stylish, sales-assisted kiosks not only let sales associates and their customers configure arrangements, they train salespeople and simplify order placement. The kiosks feature the unique online Configurator, which offers shoppers a simple, instantly engaging interactive design experience.

The Design Centers contribute to faster, more efficient transactions. In addition, the Configurator's streamlined, foolproof ordering system saves even more time for retailers, adding another measure of profitability to each sale. Like the TV Mount Displays, the impressive Design Centers also set high expectations of Salamander product quality and reinforce the Salamander brand.

Salamander developed its Design Center Program to assist its premier dealers through unique tools that would help them to increase sales and provide a value-added shopping experience to their customers. Additional benefits of the program to come include priority listing in the Dealer Locator on Salamander's Web site, a special dealer biography page on the Web site, and access to exclusive offers and promotions.

On the sales floor, the Salamander Mount Displays and Salamander Design Centers provide all-in-one solutions to dealers who carry Salamander Designs' [Chameleon](#), [Synergy](#) and [Archetype](#) A/V furniture systems and [Theater Seating](#). Since mounting systems are necessary accessories in the sale of most flat-panel displays, they present similar advantages to dealers carrying plasma and LCD TVs. And they allow both dealers and custom installers to conduct more business with their established vendors.

Further information about Salamander's dealer support program is available at the company's CEDIA exhibition. **Booth 1061**, Colorado Convention Center, during the show.

About Salamander Designs

Salamander Designs, Ltd. is a leading developer, manufacturer and marketer of modern furniture, storage, seating and mounting systems for contemporary Home Theater and A/V entertainment systems. Its versatile, advanced products bridge the gap between home furnishings and home electronics with an unstinting dedication to quality, and a broad range of solutions employing the simple, refined lines of modern design. Salamander's A/V furniture lines — the [Chameleon Collection](#), the [Synergy System](#) and the [Archetype System](#) —accommodate virtually any design preference and A/V requirement. Its handsome [Home Theater Seating](#) can be similarly customized with a variety of materials, styling options and accessories, and its new mounting systems for plasma and other flat-panel displays make them easier than ever to integrate with A/V furniture or independently mount onto a wall or ceiling. Salamander Designs was founded in 1990 in Bloomfield, Connecticut, where it continues to be based. For further technical information, visit Salamander's Web site at www.salamanderdesigns.com



***Elegant Designer Packaging
Reflects Premium Quality of New
TV Mounts***

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