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## **Stampede Enters Video Conferencing Space with Spire Global Acquisition**

*Addition of Sony Video Conferencing to Enhance Stampede's Offering to Dealers*

Amherst, NY, March 14, 2011 — Stampede, the leading value-added distributor of professional audio video (ProAV) solutions, has acquired Spire Global, the exclusive distributor of Sony video conferencing products in the United States. Spire is also the exclusive master distributor for Compunetix video multiparty control units and MediaPointe video streaming technology. The company also distributes Mirial desktop video conferencing products.

“Acquiring Spire was a great opportunity to widen our product portfolio with an additional specialty that is meaningful to our dealer base,” said Mark Wilkins, CEO of Stampede. “Our strategy is to look for additional acquisition opportunities that will strengthen our offering to dealers.”

Kevin Kelly, Stampede president and COO, commented, “We are excited about the Spire sales and technical team. Their depth of knowledge will help us to quickly educate the Stampede relationship managers and, in turn, our dealers. We have hundreds of accounts that will benefit from this product line right out of the gate.”

Kirk Fernandez, owner of Spire Global said, “When we surveyed potential partners, it was clear Stampede was the perfect fit for Spire Global. Stampede offers a proactive, outbound oriented sales force that is accustomed to developing new business opportunities. This is the skill set Spire needs to really expand the Sony video conferencing customer base.”

Spire will continue to exist as a dedicated business unit. Stampede will maintain a dedicated Sony video conferencing sales force, with the Spire Global staff to act as product experts to the Stampede sales people and existing accounts. Product and training classes specific to Sony video conferencing will be offered to dealers at all of Stampede's upcoming Big Book of AV dealer shows and through Stampede University.

Financial terms of the acquisition were not disclosed.

### **About Stampede**

Known for its value-added distribution, Stampede is the leading distributor of presentation equipment including LCD/DLP projectors and flat panel displays. Stampede provides a complete range of brand name presentation equipment to a variety of

audio/visual, computer, and home theater resellers and integrators in the United States, Canada and Latin America. These resellers rely on Stampede for value-added services in distribution, marketing and solution-based sales. Stampede annually produces the “Big Book of AV,” a 656-page catalog and companion website ([BigBookofAV.com](http://BigBookofAV.com)) providing hundreds of sales, installation and spec tips for Stampede’s dealers in addition to product details on more than 5,000 SKUs. For more information on Stampede, log onto [StampedeGlobal.com](http://StampedeGlobal.com).

## **About Spire Global**

Spire Global, headquartered in Van Nuys, California, is the exclusive U.S. sales, marketing and support arm for Sony's IPELA® line of IP-based videoconferencing endpoints and accessory products. Spire Global is an independently owned company founded by Video and Audio Industry Veterans in 2006. Visit the company at [www.SpireGlobal.com](http://www.SpireGlobal.com).