

PRESS RELEASE

For Immediate Release

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ALMOND TREE MARKETING LLC FORMS STRATEGIC PARTNERSHIP WITH CONSUMER TECHNOLOGY PUBLISHING GROUP

“All Access Marketing” for CE Dealers and Residential System Integrators

Passaic, NJ—Almond Tree Marketing today announced a strategic partnership with The Consumer Technology Publishing Group, The Next Generation Publishing Company, a Division of North American Publishing Company, offering Dealerscope and Custom Retailer readers “All Access Marketing” powered by Almond Tree Marketing. The program is designed to provide comprehensive marketing and advertising solutions to consumer electronics dealers and residential systems integrators.

“All Access Marketing” powered by Almond Tree Marketing is a high quality and cost effective suite of marketing services designed to offer the CE dealers and residential system integrators the marketing tools they need to succeed. The tools and solutions offered include web marketing, brand identification, design and strategic planning services, establishing Almond Tree Marketing as the single source for targeted, results-focused marketing.

“Almond Tree Marketing is pleased to partner with the leading trade publications, Dealerscope and Custom Retailer, whose content brings vital information to CE dealers and residential systems integrators month after month,” said Carl Mandelbaum, President of Almond Tree Marketing. “For years, we have had the vision of bringing cost-effective, high-quality marketing solutions to the consumer electronics industry and our strategic partnership with CTPG gives us the platform to do so.”

“The Consumer Technology Publishing Group is excited to offer Dealerscope and Custom Retailer readers “All Access Marketing” powered by Almond Tree. We truly believe that these services will help CE dealers and residential system integrators build their business to succeed and prosper in today’s marketplace,” said Eric Schwartz, President and Publisher of CTPG.

Almond Tree Marketing will be at the 2010 International CES at the Consumer Technology Publishing Group booth, Grand Lobby GL-1, in the Las Vegas Convention Center, January 7-10, 2010.

About Almond Tree Marketing LLC

Almond Tree Marketing was formed to provide best-in-class hands on, comprehensive marketing and advertising solutions to the consumer electronics, residential systems, Pro-AV and entertainment industries. The company provides high quality, cost-effective marketing tools and solutions to help dealers grow their business. Almond Tree Marketing offers Web and Internet, Branding, Design and Strategic Planning Services. The company headquarters are located in Northern, NJ with offices throughout the United States. For more information about Almond Tree Marketing LLC please visit www.almondtreemarketing.com

About Consumer Technology Publishing Group

The Consumer Technology Publishing Group (CTPG) of North American Publishing Company publishes the leading consumer technology industry magazines in the trade-Dealerscope, Custom Retailer, Picture Business, Home Furnishing Business- and consumer marketplace- E-Gear, Gadgetell.com, Gamertell.com and Appletell.com.

CTPG is the custom Publisher of the Official Preshow Planner, Show Directory and Show Guide for the International CES®.

In addition, the group produces tailored publications for industry groups, such as HTSA Quarterly for the Home Theater Specialists of America and HES Insider. CTPG also creates dynamic specialty publications for the industry and for consumer like, How to Buy HDTV and How to Sell HDTV, that keep our readers up-to-date on the latest technology. The Consumer Technology Publishing Group also publishes CEDIA Electronic Lifestyles® Magazine, a niche publication that serves a broad audience of industry professionals and HD Living.