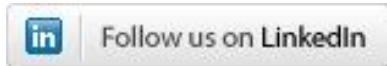




Distribution on a *Personal Level*



Jay Saret, Business Development Manager, Almo Professional A/V

News Release

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Almo Professional A/V Expands Business Development Manager Team with the Addition of Jay Saret

Saret to Lead Almo's Content Creation and Installation Service Programs

Philadelphia, PA — December 10, 2015 — [Almo Professional A/V](#)'s team of specialized [Business Development Managers](#) (BDMs) continues to expand, most recently with the addition of Jay Saret. Based in MA, Saret provides technical, sales and project management support for Almo's [Content Creation Services](#) and [Installation Services](#). These 3rd party managed services provide new revenue streams and nationwide logistical coverage, giving integrators new opportunities for profit and growth.

According to Brian Rhatigan, director of business development for Almo Professional A/V, "Jay has a strong background in digital signage and has worked with other content providers. His integration experience makes him well-versed in service offerings like installation and he brings a dealer's perspective, so he has first-hand knowledge of their strengths and struggles and knows what is needed to help them be successful."

Saret has more than 25 years in direct, distributor, VAR, systems integrator and commercial reseller sales and has provided extensive technical sales and product training for resellers and end users, specifically focused on digital signage solutions and commercial audio video systems integration.

Before Almo Pro A/V, Saret was in business development at AVT/Smithcurl/DGI-Invisuals where he helped create a digital signage division that involved design/engineering, product procurement, project management, installation, training and support. He also served in various business and consulting positions throughout his career. Saret attended Clark University in Braintree, MA and University of Massachusetts.

About Almo's Managed Services

Almo is the first distributor in the AV industry to create a path for resellers to expand their reach through managed services. Resellers can take advantage of recurring revenue with Almo's [Content Creation Services](#). Through this program, digital content creation can be offered as part of the initial installation and ongoing maintenance package to build revenue, margins and customer relationships. Partners can heighten earning potential with [Installation Services](#) by "white labeling" them as their own from Almo's well-vetted, highly trained installation services staff. Most recently, [Almo CONNECT](#) was introduced to give resellers reliable, scalable and robust bandwidth for internet, live TV and advanced voice. Customers pay for this service on a monthly basis and the integrator earns a regular commission on those contracts.

About Almo's Business Development Managers

Almo's highly specialized fleet of Business Development Managers bring a multitude of expertise, such as technical knowledge, system design assistance, in-depth brand/product knowledge, bid and project registration capability, as well as a direct line to all of the top manufacturers in the AV industry. No other distributor in the AV industry provides this level of expertise to its partner community.

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About Almo Professional A/V

Almo Professional A/V provides the industry's most advanced product distribution, training and education, and technical support options available for the Pro AV community. With a highly skilled sales team, reseller education programs, seven distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

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