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2006 CE Pro Marketing Award (CMA) Winners Announced

*First-ever CE Pro Marketing Awards Recognizing Marketing Excellence for
Custom Electronics Industry*

Framingham, MA – December 19, 2006 – *CE Pro* magazine announced the winners of 13 categories from the inaugural CE Pro Marketing Awards (CMAs) at a presentation during EHX Fall in Long Beach, Calif. The awards recognized the best in marketing for custom electronics businesses, a \$13-billion industry for residential integrators who install low voltage systems in homes ranging from multi-room audio, home theater, security, lighting control and automation. The awards presentation was followed by a reception sponsored by Honeywell. Representatives of the sponsoring companies presented the awards to the winning installation businesses.

“Marketing is an often overlooked aspect of running a small business today, especially in a specialty craft industry like custom electronics where most of the sales process occurs inside the home,” stated Jason Knott, Editor-in-Chief of *CE Pro*. “With nearly 100 entries from 60 different custom integration companies for our first-ever marketing competition, we were very pleased with the response.” Judges included the Deborah Smith Group, Nicoll Public Relations, and The Stratecon Group. “The marketing professionals who helped judge the entries were very excited about this competition, as it not only rewards marketing-savvy integrators, but also stimulates ideas among other CE pros for their own marketing plans,” added Knott.

Among the various entries of note were elaborate vehicle graphics, a popcorn box-shaped business card, a private-labeled root beer bottle, and sophisticated leather-bound proposal documentation.

Following is a list of the winning custom integration companies:

Best Overall Marketing to Consumers -- Sponsored by Honeywell
Guardian Home Technologies, Nationwide

Best Overall Marketing to Builders -- Sponsored by Honeywell

The Momentum Group, Bonita Springs, FL

Best Business Card -- Sponsored by Honeywell

Connectronix, Milwaukee, WI

Best Sponsored Charity Event -- Sponsored by Elan

HW Automation, Inc., Fort Lauderdale, FL

Best Company Newsletter -- Sponsored by Lutron

Home Smart Home, North Attleboro, MA

Best Direct Mail -- Sponsored by D-Tools

J/A/V Integrated Systems, LLC, Woolwich Township, NJ

Best Leave Behind Materials -- Sponsored by Russound

Paragon Technology Group, Aspen, CO

Best Company Logo -- Sponsored by Honeywell

Systems Installation & Technical Engineering, Inc. dba: SITE, Mesa, AZ

Best Promotional Giveaway Item -- Sponsored by Elan

Guardian Home Technologies, Nationwide

Best Proposal/Design Package -- Sponsored by D-Tools

ArchiTechKnowlogy Design Group, Laguna Beach, CA

Best Showroom Design -- Sponsored by Elan

TV Authority Santa Monica Audio/Video Showroom, Santa Monica, CA

Best Vehicle Graphic Design -- Sponsored by Russound

Access Tech, Inc., Valencia, CA

Best Web Site -- Sponsored by Lutron

Powerhouse, Rockville, MD

CE Pro magazine will be spotlighting each of the different marketing categories in its 2007 issues, giving tips and ideas to CE pros interested in honing their marketing skills.

About CE Pro

CE Pro, an EH Publishing, Inc. magazine, is the leading trade publication that covers the installation and integration of the electronic home in its entirety, including home networking, whole-house automation, multi-room audio, home theater, lighting control, energy management, telephone systems, security, CCTV, and fire detection. *CE Pro* is the first dedicated trade publication in the electronic-home field, boasting a BPA-audited circulation of 35,000. The publication features a blend of industry news, technology trends and product analysis, and business-management and marketing advice. To find out more, visit www.cepro.com.

About EH Publishing, Inc.

EH Publishing, Inc. is the information leader and resource for the electronic home industry. Serving the technology and construction markets, EH Publishing, Inc. reaches more than half a million electronic home professionals and consumers worldwide. Founded in 1994, EH Publishing, Inc. has defined, cultivated and raised awareness of the \$13 billion electronic/installed home industry through its products, which include print publications, on-line publications, trade shows and market studies. EH Publishing, Inc. is the industry's source for home technology information and market analysis, with the targeted print and on-line publications: *Electronic House*, *CE Pro*, *TecHome Builder* and targeted tradeshow: Electronic House Expo (EHX) and TecHome Builder Conference and Expo (TBX). To find out more, visit www.ehpub.com.

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