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Press Release

Industry marketer The Stratecon Group says:
“EZ does it!”

The Stratecon Group signs agreement with **EZ BRACKET** to provide strategic marketing services

METUCHEN, NJ -- October 5, 2007 -- Industry marketing specialist The Stratecon Group, Inc., announced today that it has signed an agreement to provide strategic marketing services to innovative accessory manufacturer EZ Bracket, LLC. The agreement is effective immediately. With this agreement, Stratecon will provide EZ Bracket with a variety of marketing services such as public relations, advertising, and strategic sales initiatives. Stratecon will also provide market support services to benefit EZ Bracket representatives, distributors, retailers, and installer/integrators.

The Stratecon Group, Inc. (Stratecon) was founded by Ted Green, a long time industry sales and marketing expert with extensive experience in consumer electronics in general, and the custom integration segment specifically. Stratecon provides a variety of business services and generally functions as an in-house marketing department to companies of all sizes and types including manufacturers, retailers, distributors, sales representative organizations, and integrators/installers.

EZ Bracket is one of the industry's fastest growing manufacturers of solutions designed to make custom installations faster, easier, and more profitable for today's installers and integrators. From the beginning, with its innovative and award winning EZ-1C and EZ-1W pre-construction universal speaker brackets, EZ Bracket demonstrated that it understood the challenges facing installers.



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With a dizzying array of rough-in brackets being offered from a multitude of speaker manufacturers...integrators often find themselves with the wrong bracket on the wrong truck at the wrong time. EZ Bracket founder Jim Murray, himself a leading Midwest integrator, felt that there must be a better way. To solve the problem, Murray created two universal brackets, one for in-ceiling mounted speakers and one for in-wall mounted speakers. Reasonably priced at only \$40.00 per pair, these two brackets replace virtually all other manufacturers dedicated brackets.

And Murray has done it again with his revolutionary "EZ Orange Box," a universal in-wall speaker box recently previewed at the 2007 CEDIA show in Denver. This exciting new product will provide installers with a fire-rated, vapor barrier speaker back box that, like all EZ Bracket products, is universal. At only \$180.00, it is sure to become a staple on all installers trucks.

And true to EZ Bracket form, the EZ Orange Box brings even more to the table...better performance from installed speakers. Thanks to a new unique bio-based insulating material, the EZ Orange Box provides a dramatically improved, client-pleasing sound performance from any speaker.

EZ Bracket founder, Jim Murray, in commenting on the Stratecon agreement said, *"This new partnership with Stratecon positions EZ Bracket to take its business to the next level. Ted Green and his group are already working on developing new innovative market initiatives. EZ Bracket integrators and distributors will see even greater levels of support as a result of this agreement."*

Adds Stratecon President, Ted Green, *"Jim Murray is the personification of the legend of good old American ingenuity. The problems Jim faced in his integration business are being faced by thousands of other integrators across the country. And now, thanks to the creativity of Jim and the EZ Bracket team, integrators can now do more installations, more easily...and with greater accuracy and profit. Everyone wins!"*

"Stratecon is proud to be associated with such an innovative, problem solving organization like EZ Bracket and we will work immediately to get the word out to all integrators about their exciting product line."

About EZ Bracket, LLC.

EZ Bracket offers a line of innovative solutions that assist integrators and installers with the challenges they face in completing the installation of today's sophisticated equipment. Founded by Jim Murray, a successful Midwest integrator, EZ Bracket products include the EZ-1C and EZ-1W

preconstruction speaker brackets, a new and unique floating J-box bracket, and the recently introduced EZ Orange Box speaker back box.

For more information, see online at: www.ezbracket.com or call (816) 682-1570.

About The Stratecon Group, Inc.

Founded in 1999 by industry veteran Ted Green, The Stratecon Group, Inc. (Stratecon) has helped quality companies connect with their customers and their markets...driving their business to unprecedented levels of success. Serving the Consumer Electronics industry in general, and the custom integration channel specifically, TSG is a business and marketing consultancy offering a wide array of services to manufacturers, distributors, sales representatives, retailers, and installers/integrators. Stratecon can be reached via phone at (732) 321-4181, fax at (732) 321-0378, email at info@stratecongroup.com, or on the web at www.stratecongroup.com.

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