

TELEX PRO AUDIO GROUP HOSTS ANNUAL NATIONAL SALES MEETING AT POSH NORTHERN MINNESOTA RESORT

BURNSVILLE, MINNESOTA (OCTOBER 24, 2003): Telex recently hosted more than 100 U.S. sales representatives for a total of four full days of product unveilings, discussion, information sessions, and recreation at Grandview Lodge in Brainerd, Minnesota.

“This NSM was perhaps the best meeting we’ve had in the history of the company,” said Thomas Hansen, VP of sales for the Telex Pro Audio Group. “We brought in our entire U.S. sales rep force, introduced them to a host of new products and technologies and the resulting enthusiasm was really palpable!”



West Coast Regional Sales Manager Jay Easley characterizes the spirit of the whole NSM weekend: Great people, great new products, great times, and a few great costumes for good measure... Jay is holding the display for the new RE2 wireless system.

The reps arrived at the resort on Thursday evening, and enjoyed dinner and drinks followed by entertainment from Telex’s own blues chanteuse Lisa Wenger, ably accompanied by Monte Wise on acoustic guitar. The whole weekend was full of music and good times, as befits a company in the professional audio business.

On Friday morning the spirit of the weekend was galvanized by Telex Pro Audio Group President Mathias von Heydekampf, whose rousing encouragement to “Go One Step Higher” was enthusiastically endorsed by the assembled Telex family and friends. Von Heydekampf’s speech really conveyed a confidence in the industry-shaking products to be revealed later

that day, as well as in a specific company plan to aggressively represent all product groups across each vertical market in pro audio.

Tom Hansen then followed with details of internal initiatives resultant from CEO Raymond Malpocher's company vision. "Ray is a highly engaged CEO who considers the customer above all else," Hansen said, "and he sees that the company's future lies in becoming an even more focused 'customer value task force'. Things are already good. With this kind of dedication throughout the company, things will get even better!" This philosophy is to be embodied in strategies to provide 100-percent on-time delivery and revolutionize the entire manufacturing procedures of all brands, to emphasize that Telex company growth lies in becoming a vertical market focused organization. The general consensus during the meetings and social activities was that the company has a cohesive vision and a dedicated base of representatives who, armed for the marketplace with an array of jaw-dropping new technological innovations and service strategies, will be fully equipped to realize the goals set over the weekend.

For full details on all Telex Pro Audio Group products and brands, please visit www.telex.com

Telex Communications, Inc., is a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS™, Dynacord®, Midas®, Klark Teknik®, University® and others.

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