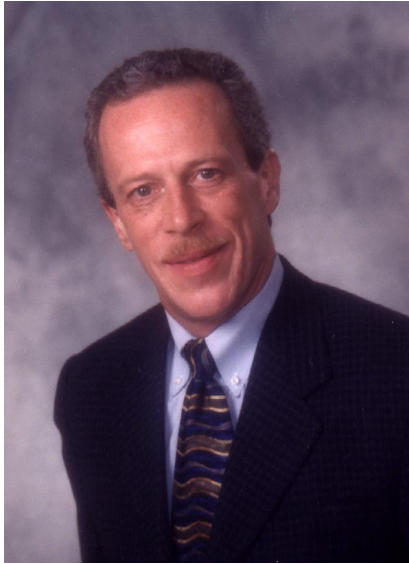


## **TELEX PRO AUDIO GROUP AWARDS STARIN MARKETING “SALES REPRESENTATIVE FIRM OF THE YEAR”**

*Indiana-based Rep Firm Takes Home Honors for Most Telex/EV Sales in 2002*



**Jim Starin, President, Starin Marketing**

### **BURNSVILLE, MN (OCTOBER 19, 2003):**

The Telex Pro Audio Group is pleased to award Starin Marketing, an Indiana-based sales representative firm, with the top honors for year 2002 Telex Pro Audio Group sales. Comprised of Jim Starin, Susan Kelly, Dennis Stech, Joe Stopka, Doug Shields, Bill Pak, Bill Mullin, Brandi Kantowski, Jeff Held, Pauline McCoy, Crystal Starr, Erin Zak, Ed Kickham, and Neal Weber, the firm serves a seven-state region comprised of North Dakota, South Dakota, Minnesota, Indiana, Kentucky, the northern half of Illinois, and the lower two-thirds of Wisconsin.

Starin Marketing has a 15-year history of representing Electro-Voice and more recently Telex product for their territory. Replacing the top honors of 2002, R.P. Sales, Starin will likewise be honored with customized leather jackets and commemorative rings. This year's award adds to Starin's already impressive history of EV/Telex Rep of the Year awards, which includes the years 1996, 1999, 2000, and now, 2002.

Thomas Hansen, Vice President of Sales of the Telex Pro Audio Group, sees Starin's unique success as the product of superb communication between inside and outside sales and a consistent day-to-day effort on all fronts: "Starin's inside sales staff really excels at maintaining a partnership with their customers through consistent phone calls and visits. They've also aggressively sought out new dealers. Combine this with a very professional and successful product demonstration campaign and you've got a very tangible result in sales."

"We feel honored to have won this award", states Jim Starin, president of Starin Marketing. "Though we were fortunate to have a few big jobs fall our way, our success comes from visiting clients more often – seeking every day business – forming partnerships with our accounts," continues Starin."

# News Release

**Pro Audio Group**  
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Dynacord • RTS • University Sound

Starin continues: “We go to market with a team concept. There is a field representative and an inside customer service contact along with technical assistance staff assigned to each account. It takes several people to provide the service our customers need.”

For full details on all Telex Pro Audio Group products and brands, please visit [www.telex.com](http://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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