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FOR IMMEDIATE RELEASE:

## **New Region Managers at Musicorp**

**Charleston, SC, February 19, 2010**– Musicorp, a leading distributor and manufacturer of musical instruments, lighting products and accessories, will be implementing a new Regional Management model, effective February 1, 2010. The Region Management team will consist of five former Musicorp Outside Sales Representatives, including Mike Summers, Dave Findley, Rick Murray, Tim Weaver and Dan Murdy, who will partner with dealers to help them grow their business more effectively.

The Region Managers will be working in tandem with Musicorp Inside Sales Representatives to help dealers find opportunities for profitable sales of Musicorp products. This new service model will provide dealers with the benefits of immediate contact with their Inside Sales Representative as well as having the opportunity to look at samples and discuss programs face to face with their Region Manager.

“We are happy to offer our dealers improved customer service and more opportunities to help them grow their business with the changeover to Region Managers”, said Dan Roberts, Musicorp VP of Sales.

Musicorp offers aggressive promotional opportunities to help dealers in their efforts to find products that they can turn over quickly with good profit margins. Musicorp is committed to doing everything possible to provide dealers with the best customer service in 2010 and beyond.

(PHOTO ATTACHED: Musicorp Logo, Region Managers from left to right: Mike Summers, Dave Findley, Rick Murray, Tim Weaver, Dan Murdy)

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### **About Musicorp**

Musicorp is a leading wholesale distributor of musical instruments, accessories and lighting equipment owned by KMC Music. Musicorp partners with its retail customers to help them strategically grow their business, providing the industry’s widest product selection, broadest marketing reach and largest distribution network. The company offers distinctive, proprietary brands such as Barcus-Berry, J.B. Player, Percussion Plus, Arbor,



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J.Reynolds, RMS, Amigo, Lauren and MBT Lighting & Sound as well as strategic partnerships with brands such as Samson, Zoom, Hartke, Yamaha guitar packages and portable keyboards, Sabian, Dean Guitars, Remo Percussion, Luna Guitars and more. Musicorp is headquartered in Charleston, SC with distribution centers located in California and Kentucky. For more information, please call 800-845-1922/ 800-874-5774, or visit us online at <http://www.musicorp.com>.

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