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GermanMAESTRO + GROUND ZERO = SQ + SPL

Laguna Hills, CA December 21, 2010 – German Maestro has announced the development of a strategic brand partnership with Ground Zero. SPL enthusiasts will recall that Ground Zero was quite famous in the United States in the 1990's. Ground Zero established numerous SPL records and secured a number of product awards. In 2003 Ground Zero GmbH was formed in Germany. Since then the brand has earned a leadership position among SPL enthusiasts around the world.

In 2011 at the Consumer Electronics Show Ground Zero returns to the United States. Ray Windsor, president of German Maestro USA stated,



“German Maestro has engaged in a strategic partnership with Ground Zero in the United States. We will take responsibility for all sales, warranty, brand positioning and business activities of Ground Zero.” German Maestro, known for its high end approach to audio quality and reliability “now has the ability to interact and do business with a broader segment of the mobile electronics brick & mortar installing specialty retailer community” said Windsor.

Felix Lautner CEO of Ground Zero GmbH added, “The SPL consumer is demanding and generally tends to push products to the limits of their performance envelope. Ground Zero now in partnership with German Maestro USA will provide these consumers with products they will be able to push even further.” Thomas Sauer CEO of German Maestro in Obrigheim Germany continued, “Ground Zero's attitude regarding product range, sales strategy and especially the global pricing strategy creates a perfect 1 to 1 match with our global German Maestro marketing strategy, so we are confident in

providing our US dealers with a complete high quality SQ and SPL range of products always resulting for them in a 1 plus 1 is greater than 2 benefit”.

In the statement German Maestro indicated that Ground Zero products will fall under virtually all of the current German Maestro business policies. “There will be a few minor differences in warranty and freight programs but the fundamentals of our approach to market will hold true for Ground Zero” stated Windsor.

Sample quantities are to be available for shipment at CES 2011. German Maestro and Ground Zero will exhibit at booth number 718 in the North Hall of the Las Vegas Convention Center.

