



# NEWS RELEASE

FOR IMMEDIATE RELEASE

**Media contacts:**

Lisa Robbins or Denise Hearden  
Johnson Direct, 1-800-710-2750  
[lisar@johnsondirect.com](mailto:lisar@johnsondirect.com) or  
[deniseh@johnsondirect.com](mailto:deniseh@johnsondirect.com)

## WIRELOGIC TO REACH CONSUMER CHANNEL WITH GARDNER BENDER'S DISTRIBUTION AND SALES SUPPORT

### *Strategic partnership will assure WireLogic a swift introduction into Do It Yourself marketplace*

MILWAUKEE, WIS – May 1, 2008 – In a strategic move to expand its market presence, WireLogic™ ([www.wirelogic.us](http://www.wirelogic.us)), a division of The Quest Group (parent company of AudioQuest and ITC), has partnered with Gardner Bender ([www.gardnerbender.com](http://www.gardnerbender.com)). Under the agreement, Gardner Bender will provide distribution and other sales support functions for WireLogic's A/V connectivity solutions in the North American-based Do It Yourself (DIY) channel as well as in select European companies.

Partnering with Gardner Bender is a key step in introducing WireLogic's A/V solutions to the DIY market. The company offers a full line of premium A/V cables that leverage more than 27 years of excellence in A/V cable design and customer support to simplify installation, optimize performance, and maximize the viewing and listening experience for end users. In addition, WireLogic brings simplicity to installation by offering hook-up kits that support most A/V connections.

"This strategic relationship will help to expand our DataCom program into the Audio/Video segment and will enable retailers to consolidate their offerings with Gardner Bender," explains Bill Mierow, channel marketing leader, Gardner Bender. "Together, WireLogic and Gardner Bender will present a larger, more competitive range of products to this growing market. The expertise, knowledge, innovation, and credibility behind the partnership, along with WireLogic's high-quality products at affordable prices, is unrivaled."

Gardner Bender is a long-standing and valuable vendor in the home improvement and DIY industries. For nearly 50 years, the company has been designing, manufacturing, and marketing professional electrical tools and accessories. With the goal of providing an unmatched combination of service, delivery, and products, the company continues to expand its offering with the addition of WireLogic's innovative product line.

-MORE-

**Gardner Bender** / an Actuant Company  
6100 N. Baker Rd. • Milwaukee, WI • 53209 • USA  
Office: (800) 624-5242 or (414) 352-4160  
[www.gardnerbender.com](http://www.gardnerbender.com)

## PAGE TWO - GARDNER BENDER TO PROVIDE DISTRIBUTION AND SALES SUPPORT FOR WIRELOGIC'S A/V CONNECTIVITY SOLUTIONS

“We are very excited to have our product line represented by such a distinguished distributor as Gardner Bender,” said William Low, CEO of The Quest Group. “Their established relationships, distribution acumen, and ability to service their customers are aligned with our own philosophies and standards. Together we will be able to accelerate the introduction and adoption of WireLogic in the DIY market and provide retail partners and end users with a more ‘solution-centric’ approach to home theater and HDTV connectivity with world-class, post-sale support.”

### **About Gardner Bender**

For more than 40 years, Gardner Bender has been designing, manufacturing and marketing electrical tools and accessories. For information on Gardner Bender’s complete line of products, contact Gardner Bender at 800-822-9220, fax 414-352-2377 and in Canada call 800-268-4987, fax 800-461-2456 or visit [www.gardnerbender.com](http://www.gardnerbender.com).

### **About WireLogic**

WireLogic makes audio/videophile engineering available to consumers by leveraging three decades of market-leading development from its parent company, The Quest Group. WireLogic’s easy-to-buy cable/accessory kits offer single-purchase solutions that help their consumers optimize the experience they will enjoy from their substantial high-definition video and audio investments.

WireLogic believes that their customers purchase A/V products for entertainment, which should never be diluted by relying on inferior cable products. To meet all customer needs, WireLogic makes its kit components available individually for ultimate flexibility. These principles have made WireLogic a sought-after brand in the world of high-value, high-performance retailers. For more information, visit [www.wirelogic.us](http://www.wirelogic.us).

# # #