News Release

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FLORIDA REP FIRM, SALES FORCE AND ASSOCIATES, JOINS TELEX PRO **AUDIO GROUP**

Firm Brings Extensive Experience in Professional Audio

MINNEAPOLIS, MN (March 4, 2003): Telex Communications, Inc. is proud to announce the addition of Florida rep firm Sales Force and Associates to the Telex Pro Audio Group sales team. Based in Hollywood. Florida, Sales Force and Associates works by the ethos of "fewer lines, more focus" and has earned an industry reputation as a "results-oriented" firm. In their new position with the Telex Pro Audio Group, Sales Force and Associates will handle all of Florida.

With over 35 years of combined sales experience, Sales Force and Associates excels in understanding retailers, pro audio studio owners, live sound engineers, professional DJ's, contractors and exporters. In addition to their extensive sales experience, Sales Force believes that product and sales training at the dealer / store level is the key to success and offers clinics year-round for various markets. Sales Force even maintains a fully functional recording studio for hands-on training with key products and to keep pace with rapidly evolving technology.

President Bobbi Brooks-Martinez has over a decade of first-rate experience in the pro audio industry. As a recipient of manufacturer achievement awards including: Manufacturers' Rep of the Year, Highest Sales Growth in a Territory, #1 Microphone Sales and Most Improved Territory, Bobbi shows the perfect combination of superior sales expertise and technical skills.



(I-r) Frank Woolf, Bobbi Brooks-Martinez, Jeff Stoyer, Dawn Sheppard

With over fifteen years' experience as a mobile DJ and live sound engineer, Sales Force vice president Jeff Stoyer has real, hands-on knowledge of the music industry. Jeff's outgoing personality and product knowledge make him an outstanding sales representative and clinician. He operates equally well on both the retail and wholesale levels.

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Frank Woolf has been designing, building, wiring and maintaining recording studios since 1978. His ability and eagerness to communicate technical concepts prove him unsurpassed as a clinician and sales representative. Frank's sales skills stem from a career that spans employment with South Florida's top music retail organizations as well as working as a representative for various pro audio manufacturers.

Working as a sales rep administrator since 1988, Dawn Sheppard manages the firm's accounting. Involved in all aspects of Sales Force business, Dawn is an integral part of the company.

Joe Clotfelter has also become an invaluable member of the Sales Force team. Among his responsibilities are literature fulfillment, pricing requests, order processing, and sample coordination.

The firm also recently added another sales representative, Gary Griffith.

Of their new relationship with the Telex Pro Audio Group and the product brands Electro-Voice®, Telex®, Midas®, Klark Teknik® and Dynacord®, President Bobbi Brooks-Martinez remarked: "We live and work in a very competitive and diverse area. Entertainment parks and production companies, rental companies, schools and churches all with specific and individual needs. We provide solutions for our customers! The EV/Telex/Midas/KT lines allow us to meet and exceed our customers' requirements in both equipment performance/control and most importantly, customer service. We make it easier for them to do their job!"

For more information, call 1-800-392-3497, or visit www.electrovoice.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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