



**MEDIA RELEASE**  
**October 15, 2019**

## **Yorkville Sound To Distribute Aston** **Microphones for USA**

Toronto, ON, (October 15, 2019) - Award-winning microphone and accessories manufacturer, Aston Microphones, will now be distributed for all of North America by Yorkville Sound. Canadian and US dealers can now gain access to Aston's full product line through Yorkville Sound.

After enjoying over 3 years in partnership for the Canadian market, extending distribution in to the Yorkville US office is a natural progression for both, Yorkville Sound and Aston Microphones. The two companies have formed a strong bond that far exceeds a typical Distributor-Manufacturer relationship.

"Aston's attention to product excellence reliability, and customer care mirrors the very foundation of Yorkville Sound," says Jeff Cowling, Yorkville's VP of Sales & Marketing, "We are thrilled to bring our joined entrepreneurial spirit to the US market."

Steve Hendee, Yorkville's US Director of Sales sees endless opportunity for the Aston partnership. "As we've seen in Canada, Aston Microphones provide high quality mics that are sought after by professional and hobbyists alike. The product itself is well-paired with studio equipment such as monitors and mixers in our family, giving retailers opportunities to bundle and upsell end users with world class studio solutions. Our team can't wait to hit the ground running."

Ray Wilson, Yorkville's National Sales Manager in Canada, is especially excited about Aston's expansion as he is instrumental in nurturing the Yorkville-Aston Relationship. "Aston's enthusiasm for trying new things is off the charts. In just three years, they named us Distributor of The Year (2017 and 2018) and international Canadian artists such as Drake, Jordan Honsinger (Cold Creek County) and Ian D'sa used Aston on their recordings," says Wilson. "A highlight was developing the Aston Stealth together, It was released just last August and has earned amazing reviews and user experiences."

James Young, founder and CEO of Aston Microphones "Working with Yorkville Sound in Canada for the past 3 years, and most closely with Ray Wilson, has been an experience packed full of superlatives. Quite simply put, their performance and commitment to our brand has been 'next level', and we are both extremely fortunate, and thrilled to be expanding their operations into the US market. Consolidating North American activities along with the release of 2 new products scheduled for early 2020 mean it's going to be a hell of a year for Aston and Yorkville"

**All Aston Microphone products can now be ordered through your Yorkville Sound representative for US and Canada.**

For more information about Yorkville Sound visit [yorkville.com](http://yorkville.com)  
For more information about Aston Microphones visit [astonmics.com](http://astonmics.com)  
Interested in becoming dealer for Yorkville Sound & Aston Microphones ? Click [here!](#)

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**ABOUT YORKVILLE** – Yorkville Sound has been a manufacturer of PA systems and loudspeakers, Traynor instrument amplifiers, installed audio systems and accessories since its inception in 1963. The company now employs over 220 people in a 150,000 sq ft facility in Pickering Ontario, Canada (a suburb of Toronto). In addition to its manufacturing capability, Yorkville Sound is an importer and distributor of microphones, and accessories under the **Apex brand** ([www.apexelectronics.com](http://www.apexelectronics.com)) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology (ART)** ([www.artproaudio.com](http://www.artproaudio.com)). Yorkville Sound distributed lines include **Granite Percussion, Denver Guitars, Orion FX Lighting, Dynaudio PRO and Hughes & Kettner Amplifiers for North America; Epiphone Guitars, Gibson Guitars, Mapex Drums, Los Cabos Drumsticks, Line 6, Ernie Ball Strings, Rotosound Strings, Dean Markley Strings, Snark Tuners, GoPro Cameras, TrueTone Pedals, Gibson Pro Audio, Cerwin-Vega, Stanton, KRK**, as well as **Gallien-Krueger** amplifiers for Canada

**ABOUT Aston Microphones** – Aston Microphones Ltd. is a boutique brand of microphones and related accessories. The only mainstream mic company currently manufacturing in the UK, Aston's products are designed from ground-up, using materials and techniques quite unlike any other mic brand. The company was formed in 2015 and its products have already received three NAMM TEC nominations, plus numerous industry and media awards. Aston mics, though widely used by top artists, engineers and producers worldwide, are priced firmly in the home studio market, bringing, for the first time ever, true professional quality performance in the sub \$500 budget.

Visit [Yorkville.com](http://Yorkville.com) for information, photos, and the latest news on this and all other Yorkville products

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