

FOR IMMEDIATE RELEASE:



Yorkville Sound Announces Management Changes for 2013.

Toronto Ontario, January 23, 2013 - Yorkville Sound restructures sales and marketing management to improve efficiency and focus throughout 2013 and beyond.

Effective immediately, Yorkville Sound announces the appointment of Steve Hendee, former sales manager for subsidiary Applied Research and Technology (ART) to the new position of Director of Sales for Yorkville Sound INC, Niagara Falls New York. In his new position, he will oversee the US sales efforts for all Yorkville manufactured and distributed lines including Yorkville PA, Traynor Amplifiers, ART Signal Processing, Apex Microphones, VTC Pro Audio, and Hughes & Kettner Amplifiers.

Mr. Hendee will now report to Jeff Cowling, Yorkville's recently appointed Vice President of Sales and Marketing. Mr. Cowling is based out of Yorkville Sound's Head Office in Pickering, Ontario, Canada. He has been with the company for many years, first as a rep, followed by promotions to sales manager and then to Director of Sales.

Rounding out the management team at the Niagara Falls office are Betty VanDenBosch, promoted to General Manager, Joe Warrick, as Assistant Sales Manager, and Larry Bell (based in Texas) promoted to Key Accounts Manager. The entire Yorkville family looks forward to a prosperous 2013, and has vowed to work hard for their loyal accounts.

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For More information and images, go to www.yorkville.com or email tmarshall@yorkville.com

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 200 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) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology (ART)** (www.artproaudio.com) originally based in Rochester New York.

Yorkville Sound is also the exclusive distributor of **Hughes & Kettner Amplifiers** for North America; **Epiphone Guitars, Gibson Guitars, Beyerdynamic Microphones & Headphones, Mapex Drums, Los Cabos Drumsticks, Line 6, Rotosound Strings, Dean Markley Strings** as well as **Gallien-Krueger** amplifiers for Canada.

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