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For Immediate Release

2011 CLI Expo A Resounding Success For Dealers And Vendors

-- "Perfect for Our Target Market" Among Accolades from Capitol's Industry Partners --

EAGAN, MN, May 11, 2011 – Capitol, the leading consumer electronics distribution source for residential systems and light commercial contractors, is celebrating one of its most successful CLI Expos to date, which brought a full roster of 52 leading manufacturers and technology developers as well as 140 attendees to the Oak Ridge Conference Center in Chaska, MN, on May 1 and May 2.

“We clearly provided the right stuff at the right time,” commented Jeff Kussard, Capitol’s Director of Strategic Development. “I wish I had a dollar for every time someone told me that we need to do this again, and soon! By focusing on the most relevant technologies, in-demand products and sales & marketing tools for the current market, our attendees were able to gain months’ worth of knowledge in only two days.”

“[Capitol’s] “2011 CLI Expo had fantastic dealer attendance and participation! The expo and dealers were perfect for our target market,” said Katharine Wheeler, Director of Sales, Western Region, Key Digital.



Among the consumer technology trendsetters that presented their latest innovations at a special Technology Showcase were such blue chip brands as Panasonic®, Monster®, Mitsubishi®, Russound®, OmniMount®, Key Digital® and Lutron®, to name a few. More than 70

classes from over 50 vendors were presented over the course of the two-day event.

The Capitol Learning Institute™ (CLIT™) an aggressive, comprehensive education program that typically features key vendors providing a soup-to-nuts education in the most relevant new products and technologies in their lines, as well as proven tools and techniques for increasing sales through cost-effective marketing and business management practices. CLI programs take place on campus at Capitol's Eagan, MN headquarters, on line, and on-site at customers' facilities by special arrangement.



Note to journalists: these and other high-resolution images are available upon request.

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About Capitol

Capitol is the leading distribution source for residential systems contractors, retailers, light commercial contractors, and premium incentive resellers who are looking for home theater, telephone, integrated home systems, and commercial A/V products. The company is famous for taking a 360-degree approach to its business, offering retailers high-quality products at competitive prices, plus hands-on application training, expert technical help and unmatched customer service. Capitol offers hundreds of application-based education courses throughout the year, including filled-to-capacity classes at CEDIA, EH Expo, and other industry events, in addition to “on campus” programs at the company’s headquarters as well as the company’s web site. For further information, visit the company’s web site at www.capitolsales.com, or call 1-800-INSTALL (467-8255). Media inquiries should be directed to Adam Sohmer; Sohmer Associates, LLC; 347-497-4965; adam@sohmerassoc.com.