



Media Contact: Adam Sohmer
Sohmer Associates, LLC
347-512-0066
adam@sohmerassoc.com

For Immediate Release

**Capitol Appoints Megan Larson to Newly Created
Marketing Manager & Graphic Artist Position**

Ms. Larson Brings Deep Background in Branding and Market Outreach to Her Role at Capitol

EAGAN, MN, August 27, 2018 – Capitol, the leading consumer electronics distribution source for residential and light commercial systems, as well as premium incentive resellers, announced today that Megan Larson was appointed Marketing Manager & Graphic Artist. Cheryl Johnson, who until recently held the title of Vice President of Marketing, is now Capitol’s E-commerce and Website Manager, overseeing all web content, communication with web developers, and related responsibilities.

In her new role, Ms. Larson, who brings more than 10 years of experience in all facets of marketing and graphic design to her new role, will oversee an evolution of the Capitol brand through updates of all marketing, branding, and social media outreach.

“Megan’s extensive background covers all the bases, with a track record of one proven success after another,” said Curt Hayes, President and CFO, Capitol. “The depth of her professional experience is matched only by her interpersonal skills. She ‘gets’ people from the moment she meets them.”



Prior to joining Capitol, Ms. Larson drove marketing and branding efforts for Creekridge Capital, a healthcare IT-financed vendor finance company that was subsequently acquired by Hitachi Capital America, forming Hitachi Capital America Vendor Services. During her combined seven years of experience with the two brands, Ms. Larson not only developed the Creekridge brand from the ground up, but she also developed, administered, and monitored the latter brand’s website, social media presence, and its full breadth of marketing materials.

“I’ve always been attracted to small, successful companies with the potential to grow exponentially larger,” said Ms. Larson. “Beginning with my first interview, I felt perfectly in sync with Capitol’s commitment to its customers, and its objectives for gaining additional market share in their space.”

###

About Capitol

Capitol is the leading distribution source for residential systems contractors, retailers, PRO AV contractors, and premium incentive resellers who are looking for home theater, telephone, integrated home systems, and commercial AV 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 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 1-800-467-8255. Media inquiries should be directed to Adam Sohmer; Sohmer Associates, LLC; 347-512-0066; adam@sohmerassoc.com.