



Introduction

McFADDEN Sales, Inc.

253 N. State Street, Suite 100

Westerville, OH 43081

Phone (614) 899-6430

Fax (614) 899-7957

www.mcfadden-sales.com

McFADDEN Sales Inc.

McFADDEN Sales Inc. has been the Midwest's premier sales and marketing company for audio/video equipment manufacturers since 1938.

Our primary mission is to provide, maintain and sell the best available products into our territory with an emphasis on building long-term, profitable business relationships, reinforced by honesty and ethical business practices.

When you choose **McFADDEN**, you select a market leader with a proven staff of sales professionals. Our team leads the way in utilizing technology innovations as sales and marketing support, including web based marketing for your products.

If you need representation in the Midwest region of Ohio, Michigan, Indiana, Kentucky, West Virginia and Western Pennsylvania, **McFADDEN** is your choice for sales, service and success!



Qualifications

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McFADDEN *gets the job done.*

Here's why:

- Over 70 years of business experience
- Thorough and comprehensive knowledge of the marketplace
- Award-winning sales leader
- Proven management and successful sales staff
- Full marketing support for your products including web-based marketing
- Prompt response to inquiries
- Well-established presence in the major vertical markets: installed sound, retail, recording/broadcast and tour sound
- The region's market leader in technology-driven sales and marketing services



Services

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McFADDEN *will maximize your market-coverage and sales.*

Complete Market Coverage – **McFADDEN** offers you complete market coverage across the major A/V vertical markets. We target all of the possible outlets for your products and initiate a sales plan that guarantees you success.

Product Education – Our sales team frequently visits every major outlet in their market area to provide ongoing education for your products. We make the buyers and their sales team aware of the product features and how your products can help them meet the needs of their customers. This level of service keeps your product and its features *top-of-mind* among those in position to maximize your sales to the end-user.

Marketing Services – **McFADDEN** is the leader for marketing support services in the Midwest. Our ongoing pursuit to provide you with the latest sales tools will keep your products moving through the marketplace in the most efficient manner possible. **McFADDEN** offers web-based sales and support so our customers can get real time access to product availability, special offers, upcoming product releases and other important information.

Superior Customer Service – At **McFADDEN**, we answer all inquiries on the day they are received. We can provide you with information pertaining to a customer's sales history, purchase order, invoice or other inquiries both quickly and accurately.



Clients

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*We value our principal relationships. Several of our clients have been part of the **McFADDEN** team for many years, such as...*

Shure Inc

70 years

*Our success with industry leaders has resulted in these companies selecting **McFADDEN** to represent their products:*

Architectural Acoustics
Aviom
BBE Sound
Bedell Guitars
Blackstar Amplification
Casio
Community
Crest Audio
EMG Pickups
Gator Cases
G & L Guitars
Media Matrix
Primacoustic
Schecter Guitars
Tascam
Ultimate Support
Williams Sound Corp.
XP Audio



Recognition

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McFADDEN *is proud of our sales record and the recognition we have received from the Pro Audio and Music Instrument industries.*

2007 Gator Cases Sales Achievement
2007 Ultimate Support REP OF THE YEAR

2006 Gator Cases SALES ACHIEVEMENT
2006 Shure QUOTA ACHIEVEMENT
2006 Aviom SALES ACHIEVEMENT

2005 Gator Cases SALES ACHIEVEMENT
2005 Shure OUTSTANDING SALES PERFRMANCE
2005 Ultimate Support REP OF THE YEAR

2004 Fernandes Guitar REP OF THE YEAR
2004 Gator Cases QUOTA ACHIEVEMENT
2004 Gator Cases SALESMAN OF THE YEAR – Jeff Allen

2003 Shure QUOTA ACHIEVEMENT
2003 Gator Cases QUOTA ACHIEVEMENT
2003 Ultimate Support SALES ACHIEVEMENT
2003 SoundTube QUOTA ACHIEVEMENT

2002 Shure QUOTA ACHIEVEMENT
2002 Shure OUTSTANDING WIRELESS SALES
2002 Gator Cases REP OF THE YEAR
2002 Gator Cases QUOTA ACHIEVEMENT
2002 Community QUOTA ACHIEVEMENT
2002 Galaxy Audio REP OF THE YEAR
2002 Galaxy Audio QUOTA ACHIEVEMENT

2001 Galaxy Audio QUOTA ACHIEVEMENT

2000 Shure QUOTA ACHIEVEMENT
2000 Shure OUTSTANDING AUDIO PROCESSING

1999 Shure QUOTA ACHIEVEMENT

1998 Shure REP OF THE YEAR
1998 Shure QUOTA ACHIEVEMENT



Sales Team

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Gary Dunaway

President

BS, University of Kentucky

Jay Dill, C.T.S.

Vice President,

ITT Technical Institute

David Ray, C.T.S.

Territory Manager

BS, Ohio University

Scott Van Eaton, C.T.S.

Territory Manager

Cincinnati State College

Jeffrey Allen

Territory Manager

Butler University

Mike Love, C.T.S.

Territory Manager

University of Akron

Michael Somerville, C.T.S.

Territory Manager

Oakland University

Carrie Walker

Sales Administrator

Mount Vernon Nazarene University

Steve Sutherland

Inside Sales

Ohio State University

Andy Yost

Territory Manager

BA, Middle Tennessee State Univ



Notes

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