

## FOR IMMEDIATE RELEASE

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### **SnapAV Builds Upon Local Strategy with Acquisition of MRI**

*MRI to enhance its product portfolio with the addition of SnapAV products*

**Charlotte, NC – March 19, 2019** – In its ongoing mission of making dealers' lives easier, SnapAV has acquired MRI, a leading regional distributor in the Northeast United States. MRI operates four state-of-the-art facilities in Connecticut, New York, and Massachusetts, offering a wide range of popular brands backed by a highly knowledgeable staff.

SnapAV's previous acquisitions of Volutone and Allnet have seen tremendous results, reinforcing the idea that a local presence is important to dealers and the industry as a whole. This MRI acquisition allows dealers to purchase SnapAV products on their website and at each location, alongside MRI's current lineup of premium distributed brands.

"We expect to build upon the Volutone and Allnet success with this acquisition of MRI," said SnapAV CEO John Heyman. "Our goal is to change local distribution as you know it, and this is another step toward achieving that. We're giving professional integrators access to the best brands, the best service, the best training, right in their backyard. MRI and SnapAV have always taken pride in being easy to do business with, and now, we're raising the bar."

Continued Heyman, "Our dealers' success requires access to the best brands, with easy ways to receive products. They are busier now than ever, so by giving them brand choice and education, plus convenient local pickup and will call services, we're helping them succeed."

MRI will retain its name, locations, team, and policies moving forward. Bob Dean will remain in his current role as the President of MRI.

"Our team is really excited to join the SnapAV family," said Dean. "We know, like us, SnapAV takes a dealer-first approach to their work, which is why this relationship makes so much sense."

SnapAV products will be available through both the MRI website and distribution locations in the coming weeks. For now, dealers will continue to order where they so choose, through either SnapAV or MRI, and all services and support will remain the same.

Both SnapAV and MRI dealers will receive communication in the coming weeks regarding further details.

“Over the past year, SnapAV has worked to bring our benefits closer to integrators,” concluded Heyman. “This is yet another step in that direction.”

### **About SnapAV**

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, CCTV and networking products for professional integrators. As an industry leader, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for professional integrators across the globe. Additional information about SnapAV and its products can be found at [www.snapav.com](http://www.snapav.com).

### **About MRI**

For over twenty years MRI has provided unparalleled products and services for custom integrators in the northeast. Four convenient and centrally located will-call locations feature a complete array of premium brands, interactive product showrooms, training facilities and fully stocked warehouses. Our team of highly trained and experienced professionals help integrators with system design and technical and sales support. We also have a fleet of vehicles for “white glove” delivery services. Visit [mridirect.com](http://mridirect.com) for more information.

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