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SnapAV Expands Local Initiative with Acquisition of Custom Plus Distributing
Custom Plus will soon add SnapAV products to its portfolio

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Charlotte, NC – July 17, 2019 – As part of a continuing initiative to expand its local presence across the U.S., SnapAV has acquired Custom Plus Distributing, a leading regional distributor on the West Coast. Custom Plus operates branches in Seattle, Portland, Sacramento, San Jose, and Los Angeles, all of which offer a robust product selection and specialize in personalized sales support.

The acquisition of Custom Plus increases SnapAV's ability to deliver coast-to-coast coverage and reaffirms their commitment to bringing more local options to dealers across the country. In the near future, dealers will be able to purchase SnapAV products alongside the existing product lineup at Custom Plus locations. SnapAV and its local distribution centers (Allnet, Volutone, and MRI) will continue to operate as usual, providing their current product portfolio and best-in-class service and support.

"We've heard tremendous feedback from dealers who love the convenience and wealth of options that our local distribution centers provide," said John Heyman, SnapAV CEO. "Our expansion into local markets gives us opportunities to serve our customers in entirely new ways with exceptional in-person service and hands-on training from industry experts."

Continued Heyman, "Providing a true one-stop shop for our customers is a key piece in our ongoing dedication to making dealers' lives easier and their businesses more profitable."

Custom Plus will retain its name, team, brands, and policies going forward. Current Custom Plus President Bob Oliver will continue to oversee Custom Plus and Oliver Marketing. Vice President Mike Munger will focus on Custom Plus Home Electronics Sales and Operations.

"We're excited to join a company that's as passionate as we are about going above and beyond to serve custom integrators," said Munger. "It's an honor to be a part of the SnapAV family, and we know that this partnership will have a positive impact on our dealers and on the industry as a whole."

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

"Everything we do at SnapAV is guided by our mission of doing more for our customers," concluded Heyman. "We can't wait to see the positive influence this expansion has for our dealers on the West Coast."

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.

About Custom Plus Distributing
Custom Plus is a leading regional, trade only, supplier and educator of over 65 manufacturers to the professional integration industry. Including such prominent brands as Sony, Samsung, LG, Sonos and Bose. Founded in 1989 and headquartered in Auburn WA, Custom Plus operates six locations on the west coast from Bellevue WA to Cerritos CA. The company is dedicated to upholding the same high standards of customer relations today as it has for decades. With a firm belief in putting the customer first, and an unwavering commitment to help them be more successful, Custom Plus believes this is accomplished by continually having the best team in the industry.

Connect with Custom Plus at www.customplusdistributing.com or on LinkedIn , Facebook, and Instagram.

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