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A Merger of Great Brands.

The audio visual landscape in Canada has changed with an announcement that two industry stalwarts are joining forces under one audio visual banner. Apex AVSI and Sharp's Audio Visual Services have merged under the name, Sharp's Audio Visual.

Jeff Faber, the new President and Chief Executive Officer of Sharp's, says the merged entity provides a true one-source solution for clients. "Sharp's has consistently been Canada's leader in offering the broadest geographic base of audio visual services," Faber says. "Apex AVSI has been the leader in innovative thinking for audio visual integration, combined with vertical expertise in business, education and government. Together, we'll offer the strongest audio visual package in Canada."

The audio visual industry has undergone significant change in recent years and more changes are occurring as technologies converge and customer needs evolve. In addition, Canada's telecommunication giants have attempted entrance into the market space in search of new revenue streams.

"Customers are scrutinizing their audio visual investments to improve education results and reduce their carbon footprint," Faber says. "They also want to improve safety performance and intelligently engage employees for higher levels of productivity and efficiency."

Apex and Sharp's are merging their organizations to better serve customers in this changing arena. The new Sharp's will offer customers a stronger range of product choice from the industry's tier one manufacturers.

Faber says a larger commitment to research and development will generate more advanced system design with an ability to create even larger custom spaces with more precision and benefits. "And the new Sharp's will have the tools to offer a true one-source service and product solution – from rentals and staging to products and system design – for customers in Canada."

Faber joined Apex in 1985 and worked his way through the organization to become President and CEO of Apex in 2003. Joining Faber at the executive table will be Tim St. Louis, Vice President, Sales and Marketing; Andrew Searby, Chief Financial Officer; James Sealy, Vice President Operations, Kelly Nelson, Director of Strategic Change and Dave Glass, Director of Sales. Gregg Nelson, currently President and Chief Executive Officer of Sharp's Audio Visual Services, becomes Executive Chairman.

Late in 2008, the company will move into a newly renovated 25,000 square foot Canadian Head Office and Audio Visual Demonstration Centre. The Demonstration Centre will showcase the latest in audio visual integration, providing organizations with the strategies to maximize their audio visual investments and 'see it first.' In addition to being the centerpiece of the Sharp's Canadian operations, the Head Office will also provide video conferencing, meeting rental spaces and a staff training facility.

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