



For Immediate Release

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**ECLIPSE MARKETING AND CEDIA ANNOUNCE A NEW CEDIA MEMBER
BENEFIT TO SUPPORT THE MARKETING EFFORTS OF CEDIA'S
RESIDENTIAL ELECTRONIC SYSTEMS CONTRACTOR MEMBERS**

*Eclipse Marketing To Provide CEDIA Members With Cost-Effective Marketing Tools That
Feature Electronic Lifestyles®*

Laguna Niguel, CA: January 15 2007 — Eclipse Marketing, a full-service marketing and public relations firm, and CEDIA (Custom Electronic Design and Installation Association), today announce a new member benefit to bring residential electronic systems contractors a full suite of affordable marketing tools.

This new program supports the growth and outreach of CEDIA electronic systems contractors by helping them promote their custom residential services to homeowners, homebuyers, builders, architects and interior designers. With this new program, CEDIA residential electronic systems contractor members will have a professional and structured approach to ordering personalized marketing tools at a cost-effective price.

“CEDIA has once again cultivated an opportunity for growth and is pleased to offer our members with a complete line of cost-effective promotional items. Residential electronic systems contractors now have a simple and effective solution for acquiring marketing tools that are professionally designed, easy and quick to acquire, affordable, and showcase electronic lifestyles®,” said Jamie Antcliff, Director of Public Relations and Marketing for CEDIA.

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CEDIA Residential Electronic Systems Contractor *full* members are entitled to special pricing on these marketing tools. Members may simply contact Eclipse Marketing and select the marketing item that best fits their promotional campaign. Their marketing tools are immediately personalized with their logo and contact information. Dealers may also request the replacement of any existing images with photographs of their own. All *full* CEDIA member promotional designs include CEDIA's logo, and a description of CEDIA, further endorsing the integrator's credentials.

CEDIA Residential Electronic Systems Contractor members may reach Eclipse Marketing at (949) 363-5340 or eclipsemarketing@cox.NET. Or they can order online at www.eclipsemarketing.NET.

ABOUT ECLIPSE MARKETING

Eclipse Marketing is a full-service marketing and public relations firm dedicated to helping Residential Electronic Systems Contractors and manufacturers raise the standard of excellence in their businesses. The company specializes in the audio / video industry, security industry and new construction market. For more information about Eclipse Marketing or the services they offer, contact Leslie Stevens, President of Eclipse Marketing at (949) 363-5340 or eclipsemarketing@cox.NET. Or visit www.eclipsemarketing.NET.

ABOUT CEDIA

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3,500 member companies worldwide. CEDIA Members are established and insured businesses with bona fide qualifications and experience in this specialized field. CEDIA Members include residential electronic systems contractors who have emerged as the "fourth contractor" in the building and remodeling industries alongside electrical, plumbing,

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and HVAC professionals. For more information on CEDIA, visit the association's Web site at www.cedia.org.

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