

**FOR IMMEDIATE RELEASE**

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**AAMP of America Announces the Acquisition of  
American International: An Industry Leading Manufacturer of  
Car Audio Installation Products and Accessories**

**Tampa Bay, FL (December 2, 2011)** – AAMP of America, Inc., a portfolio company of Audax Group, today formally announced its acquisition of American International – a California-based leading manufacturer of car audio installation kits and accessories. With this move, AAMP of America strengthens its position in the mobile electronics industry and increases the number of products, services and solutions the company provides to its many national and international business partners.

AAMP of America – an industry leader and parent company of such brands as Stinger, Phoenix Gold, iSimple, Pacific Accessory Corporation, Sound Quest and Best Kits & Harnesses – acquired American International earlier this year. The merging of American International into AAMP of America is part of a growth and investment strategy launched in early 2009 to expand the company’s global presence. Strategy milestones have included the acquisition of Phoenix Gold mobile; the merging of Peripheral Electronics and Pacific Accessory Corporation into the world’s leading OEM integration solutions provider; launching its iSimple brand into the consumer electronics retail channel; and acquiring Select Distributors Inc. (commonly known as Select Products) while also expanding the company’s technical support hours, tech training capabilities and logistics infrastructure to now six US facilities.

According to Ron Freeman, CEO of AAMP of America, “As a US-based manufacturer of innovative car audio installation products, American International has expertise that will be invaluable in creating future solutions for the 12-volt industry. American International and Best Kits & Harnesses will continue to service their current and future business partners worldwide and focus on synergies that exist to enhance and improve the level of technical innovation, product offerings, training, marketing and service available to our customers.”

For decades, American International has been a versatile leader in an ever-evolving car audio and electronics industry. American International products range from car stereo installation kits to wire harnesses and antenna accessories, and are sold to a worldwide network of mobile electronics installation specialists and auto sound professionals. As a part of AAMP of America, American International will continue to operate all aspects of sales and manufacturing out of its Camarillo, California facility.

American International products will be prominently displayed within the AAMP of America booth at the 2012 International Consumer Electronics Show, January 10-13, 2012 at the Las Vegas Convention Center, North Hall - Booth 909. For more information about American International and its product lines, please visit <http://www.aius.net>.

**About AAMP of America:**

AAMP of America is a global supplier of a broad spectrum of mobile audio/video components, installation supplies and OEM integration solutions. AAMP of America produces and/or distributes products from numerous brands, including Stinger Electronics®, Pacific Accessory Corporation®, iSimple®, Phoenix Gold®, Best Kits & Harnesses® and Sound Quest™. For more information, visit [www.aampofamerica.com](http://www.aampofamerica.com).

**About Audax Group:**

Audax Group, founded in 1999, is a leading investor in lower-middle market companies. With offices in Boston and New York, Audax has raised in excess of \$5.0 billion of equity, mezzanine debt, and senior loan capital. For more information, visit [www.audaxgroup.com](http://www.audaxgroup.com).

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