



For Immediate Release

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Integra and Renew Systems Partner on Direct Marketing Campaigns for Dealers

PALATINE, IL – August 25, 2008 – Renew Systems, a leading channel management and marketing systems provider, has partnered with Integra to provide participating dealers with the tools for targeted and cohesive direct marketing campaigns.

The Renew Online marketing toolbox provides dealers online access to a database of high potential prospects, the ability to learn when and what the prospects plan to buy, and the capability of launching custom marketing campaigns instantly with the click of a mouse. Customizable direct mail and email campaigns include automated fulfillment, an integrated campaign landing page, real-time lead notification and results tracking.

Those Integra dealers that are currently subscribers of Renew Online will have direct access to Integra-approved creative and fulfillment materials for their individual campaigns. This instant access to pre-approved Integra materials will give dealers the capability to quickly respond to market and competitive changes and to focus their marketing efforts on targeted segments.

Nasrin Thierer, CEO of Renew Systems said, "This program dramatically simplifies the process of developing and launching effective marketing campaigns, allowing Integra's dealers to focus on what they do best – sell and install home entertainment systems."

Keith Haas, Director of Sales, Integra said, "The Renew Systems' program will help our dealers create effective marketing campaigns with consistent messaging and branding. It simplifies and accelerates campaign execution while giving us specific feedback about which types of campaigns are most effective."

For more information regarding Renew Systems, please contact Paul Muto at paul@mutocomm.com or via phone at 631.849.4301.

About Renew Systems

Renew Systems provides channel management solutions that help manufacturers and their channel partners increase sales with an effective demand generation engine and highly targeted marketing programs. The comprehensive solution includes prospecting and lead generation, customer profiling and segmentation, creative concepts and designs. Renew Online is a division of Renew Systems and uses their ON-Q technology to provide an integrated marketing toolbox to small businesses. The online marketing toolbox lets clients customize their marketing materials based on campaign needs, easily select the right prospects, review the campaign and track the results. Additional information about the Renew Online marketing toolbox is available at www.renewonline.com Additional information about Renew Systems is available at www.renewsystems.com

About Integra

Integra designs and manufactures premium Home Theater receivers, processors, amplifiers, and DVD players that are specifically designed to meet the needs of custom audio/video systems installers. Systems integration and convergence technology protocols include RS-232, IR and on-board Ethernet for network connectivity and TCP/IP control. Integra has access to vast technical resources, and bears a proud heritage of 60 years of audio engineering excellence. For more information about Integra and its many fine products, visit www.integrahometheater.com or call 800.225.1946.