

NOW HEAR THIS



Contact: Adam Sohmer
SOHMER ASSOCIATES
718-499-9161 (voice/fax)
347-512-0066 (cell)
adam@sohmerassoc.com

Chris Byrne
General Manager
NHT
707-748-3024
chris.byrne@rockfordcorp.com

For Immediate Release

ROCKFORD HOME GROUP EXPANSION LEADS TO APPOINT OF TWO NEW SALES MANAGERS

*-- Jeff Coates and Jay Johnson Bring Extensive Industry Know-How
To Rockford's NHT, MB Quart and Fosgate Audionics Selections --*

BENICIA, CA, July 29, 2003 – NHT and The Rockford Home Group today announced the hire of two new regional sales managers – Jeff Coates and Jay Johnson – who will respectively serve accounts east and west of the Mississippi River. The announcement was made by John Johnsen, Director of Sales, Rockford Home Group.

“In the short time that has elapsed since NHT joined the Rockford Corporation, the combined strengths of the brands has forced us to expand our sales department to ensure our dealers and sales reps get the attention they deserve,” said Johnsen. “It’s a situation we gladly welcome, and I feel very lucky to now be working with two specialty audio pros who bring the knowledge and experience necessary to make our sales and service stronger than ever before.”



Both Coates and Johnson are responsible for servicing accounts that carry the lines comprising the Rockford Home Group -- NHT, MB Quart, and Fosgate Audionics.

Prior to joining the Rockford Home Group, Jeff Coates was the Eastern Regional Training Manager for Kenwood USA Corp., which followed a stint with audio specialist Worldwide Stereo of Montgomeryville, PA. Jay Johnson joins Rockford Home Group after holding the position of Product Specialist for Harman International's consumer brands, including JBL, Infinity, and Harmon Kardon. Previous roles include assorted sales positions in the consumer electronics industry, with such esteemed companies as United Audio Centers (now Tweeter, Inc.)

Coates and Johnson are based in NHT's Benicia, CA facility.

#

The Rockford Home Group® is a brand name of Rockford Corporation®. Rockford Corporation is based in Tempe, Ariz. and is a publicly traded company under the NASDAQ stock symbol ROFO. Company website can be viewed at www.nhthifi.com and www.rockfordcorp.com.

Editors' Note: For Rockford Home Group media inquiries, including product images and loans, contact Adam Sohmer, SOHMER ASSOCIATES, 718-499-9161 (voice/fax), 347-512-0066 (cell), adam@sohmerassoc.com.

