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Press Release

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Rydzynski Joins Channel Marketing Group

Raleigh, October 14, 2009:

Industry veteran Stan Rydzynski has joined Channel Marketing Group as a Consulting Partner. With over 35 years in the electrical industry, he will now use his vast credentials and experience to help distributors and manufacturers create solutions and develop strategic, profitable, strategies and plans.

Stan spent his manufacturing career in marketing working for Leviton Manufacturing Co. in product development, segment (Residential, Commercial and Industrial markets) marketing as well as contractor and distribution channel management. He has been a past committee member of NEMA, NAED, IMARK and IEC (Independent Electrical Contractors Association) and made numerous industry presentations on marketing and the NEC code at national and regional industry conventions as well as at local contractor and inspector chapters over his career. Stan is very familiar with distributors and contractors, having conducted over one hundred distributor and contractor council meetings. Stan has also co-authored a sales/marketing book and has had many industry articles published.

When asked why he decided to partner with Channel Marketing Group he stated, "I love the challenge of finding creative solutions to problems. This has always been my inner passion. This is what drives me and brings a sense of accomplishment. Plus, Channel Marketing Group has established a premium reputation in the industry as an organization that delivers excellent results for its clients."

David Gordon, President of Channel Marketing Group, said, "I am excited to have Stan join Channel Marketing Group. I have known him for almost 15 years and his ability to harness facts and create profitable short and long term success is outstanding. He has the ability to understand distributor needs from a manufacturer perspective as well as the experience to help manufacturers generate growth. He is truly one of the marketing icons of the electrical industry and can help clients outperform their competition."

About Channel Marketing Group:

Channel Marketing Group is a strategic planning and marketing consulting firm helping distributors, manufacturers and other providers to distribution channels generate profitable growth initiatives and share taking strategies. For more information on Channel Marketing Group, visit our website at www.channelmkt.com, or contact David Gordon via email at dgordon@channelmkt.com or by phone at 919.488.8635.

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