



HTSA Buying Group Selects Dana Innovations as Vendor Partner

San Clemente, CA—March 8, 2010—Dana Innovations, parent company of [Sonance](#), [iPort](#) and [TRUFIG](#), announced today that it has been chosen as a Vendor Partner by the prestigious **Home Technology Specialists of America (HTSA)**, a \$500 million dollar buying group comprising 59 of the finest system integrators in the USA.

The company says the new partnership expands its efforts to align with the top customers in every market, while providing HTSA members with a strategy to grow their business through design community outreach and innovative solutions that add dollars to the bottom line.

Ari Supran, Chief Executive Officer of Dana Innovations said, “We are thrilled to partner with HTSA as they are ideally positioned to leverage our Design Community outreach efforts and participate in bringing exciting solutions from Sonance, TRUFIG and iPort to the specification market and to design conscious consumers.”

“Successful companies are made up of three key ingredients; great people, programs, and products. Sonance is now a vendor partner of HTSA because they are exceptional in all these areas and at the end of the day; success is made easier by having the best products. The styling, functionality, and margin of the products fit perfectly with our members’ product mix and position in the marketplace.” said Richard Gilkes, Executive Director of the HTSA.

About [HTSA](#)

HTSA is a national association of custom home theater experts that design, sell, install, and service ultra high-performance music, home theater, lighting and home automation



products. HTSA helps its members reach their potential customers by developing and implementing a tailored marketing program that includes a highly targeted direct mail and on-line campaigns.

About Dana Innovations

Headquartered in San Clemente, California Dana Innovations is the parent company of Sonance, iPort, TRUFIG, HomeTech and HiFiWorks. The corporation was founded in 1983 by Scott Struthers and Geoff Spencer who started Sonance and introduced the world's first in-wall loudspeaker system to the consumer electronics market. Today, Dana Innovations brands are distributed in 45 countries around the world. Each unique brand offers innovative solutions that harmoniously blend sound with designs favored by leading, architects, interior design professionals, custom integrators, and design conscious clients throughout the world.