



**Media Contact:**

Lucette Nicoll / Chet Murray  
Nicoll Public Relations, Inc.  
781-762-9300 / chet@nicollpr.com

**Sonance—A Winner In ‘March Madness’!**  
*Morris Tait Associates Represents Sonance at CA ASID Event*

**San Clemente, CA—April 2008**—Sonance, manufacturer of the award-winning Architectural Series in-wall loudspeakers, recently dazzled attendees at the American Society of Interior Designers (ASID) “March Madness” event on March 6 in Pasadena, CA.

Morris Tait Associates, the Sonance sales rep firm in Southern California, captivated dozens of interior design professionals with the unique design of the trimless Architectural Series and Visual Performance Series in-wall loudspeakers, which were designed to meet the needs of interior designers. Demo boards and samples gave designers an up-close view of the unique installation, illustrating how the trimless speakers perfectly align along the plane of the wall for a seamless and flush installation.

“March Madness” is an annual event hosted by the Pasadena ASID chapter intended to increase its members as well as to help define excellence and improve the value of the interior design profession. Mark Mayer of Morris Tait Associates touts, “The design community was amazed at the ease in which Sonance can be integrated into their design plans. Many designers approached me and said ‘finally, a company that pays attention to the needs of interior designers!’ Sonance was quite a hit at “March Madness” and I look forward to representing them again next year.”

**About Sonance:** [www.sonance.com](http://www.sonance.com)

Headquartered in San Clemente, California, Sonance was founded by Scott Struthers and Geoff Spencer who introduced the world’s first in-wall loudspeaker system to the consumer electronics market in 1982. With distribution in 45 countries around the world, Sonance remains at the forefront of technology by offering innovative design solutions that harmoniously blend sound with designs favored by leading custom integrators, architects, interior- design professionals, and design-conscious clients throughout the world.

**About Morris Tait:** [www.morristait.com](http://www.morristait.com)

Morris Tait Associates was founded 44 years ago and has maintained its edge in the industry by continually representing the high-end custom installation audio/video products with innovative design and sonic performance. Our goal is to understand the needs of both the manufacturer and dealer. When we represent a line we assess their market positions, how they benefit the customers, and why their targeted customers should sell the product.

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