

**FOR IMMEDIATE RELEASE**  
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## **Chief Manufacturing Announces New iC™ Mounting Solutions For The Consumer Market**

*New iC™ Mounting Solutions offers state-of-the-art technology  
for consumers, packaged to meet retailers needs*

(Savage, Minnesota) — Chief Manufacturing, Inc. announces a new line of state-of-the-art mounting solutions designed for consumer use. This new line, named iC™ Mounting Solutions, capitalizes on 25 years of engineering experience and innovation from Chief Manufacturing to offer unique advantages to both retailers and consumers.

Demonstrating the future of mount design, iC Mounting Solutions can handle most any application with most any size flat panel TV or projector in just eight SKUs. And with iC exclusive features such as the StowAway™ arm that hides larger LCD TVs under cabinets and the Centris™ TV interface with Turn-Tite™ technology, the compact new iC line delivers on the promise of innovation for a wide range of consumers.

The entire line is offered at competitive retail price points (\$59.99 to \$239.99) with included added value such as UL-listing and a standard 5-year limited warranty. The iC line will begin shipping in May. In an effort to provide retailers with the tools they need, iC products will be sold in clear, concise packaging; the colorful design offers features, benefits, specifications and contents, among other information, and is largely self-selling.

According to Steven Durkee, Vice President of Sales and Marketing for Chief Manufacturing, iC Mounting Solutions takes a clear step into the future of A/V mounts. “The product mix in the iC line clearly demonstrates the ability to enhance the consumer experience while still maximizing retail real estate,” Durkee said. “And considering the critical margin accessories can add to a flat panel or projector sale, the iC line offers retailers a simple, complete solution or an ideal upscale second brand.”

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New iC™ Mounting Solutions products (and list price):

#### PLASMA AND LARGE LCD TV MOUNTS

- Universal Low-Profile Flat Panel Wall Mount \$179.99
- Universal Tilting Flat Panel Wall Mount \$239.99

#### LCD TV AND MONITOR MOUNTS

- Universal Low-Profile Flat Panel Wall Mount \$59.99
- Universal Tilt or Swivel Flat Panel Wall Mount \$79.99
- Universal Tilt and Swivel Flat Panel Wall Mount \$89.99
- Universal Tilt, Swivel & Extension Flat Panel Wall Mount \$129.99
- Universal Swing Down Under Cabinet Mount \$149.99

#### DLP AND LCD PROJECTOR MOUNT

- Universal Projector Ceiling Mount \$189.99

#### About Chief

Chief Manufacturing Inc., an industry leader in technology mounting solutions, has over 25 years of proven product and service excellence. Committed to responding to industry needs in the Pro AV, Residential and Office markets, Chief offers a complete line of mounts, lifts and accessories for flat panel displays and projectors.

Chief continues to design innovative mounting solutions that complement the technology they support. With multiple product awards and patented designs, Chief provides unique mount features, and is recognized for delivering not only quality products, but also knowledgeable, helpful customer service.

U.S. and European sales offices support a global network spanning the Americas, Europe, the Pacific Rim and beyond. Chief distribution centers are located in Minnesota, The Netherlands and Taiwan. [www.chiefmfg.com](http://www.chiefmfg.com).

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