

## FOR IMMEDIATE RELEASE

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### Donald Mastro Promoted to Executive Vice President of Sales at AVI-SPL

*Mastro to Lead Global Systems Integration Sales Team in New Role*

**TAMPA, Fla. May 6, 2010** – AVI-SPL, the global leader in the audio video communications industry, today announced the promotion of Donald Mastro, CTS, to Executive Vice President, Integration Sales. In his new role, Mastro will provide leadership and coordination of the Systems Integration Group sales teams, in addition to maintaining his previous leadership role in the AVI-SPL Strategic Accounts team.

“Leading our Systems Integration sales group, Don will be working closely with our operational and marketing teams to deliver the most innovative and easy to use solutions to our customers, exceeding their expectations for all their audio video communications needs,” said John Zettel, Chief Executive Officer at AVI-SPL. “Don will also partner with our key manufacturers to ensure alignment of product applications with the overall sales strategies, and he will continue to lead our successful Strategic Accounts team. Don is a great asset to the company and we are pleased to welcome him to this new role.”

Mastro has 29 years of experience in the audiovisual systems industry, with 24 of those years at an AVI-SPL company. In his previous role at AVI-SPL, Mastro served as Senior Vice President of Strategic Accounts, managing Enterprise, Channel and Government vertical accounts. He served on the ICIA (now InfoComm) Board of Governors from 1996 – 1999, where he earned the Certified Technology Specialist (CTS) designation.

“AVI-SPL is the clear leader in the audio video industry,” stated Mastro. “I am honored to lead the most professional sales organization in our industry, delivering innovative communication technology to all markets globally, and providing easy to use and effective solutions for our customers.”

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## About AVI-SPL

Headquartered in Tampa, Fla., AVI-SPL is the result of a merger between Audio Visual Innovations (AVI) and Signal Perfection, Ltd. (SPL). In aggregate the company has more than 40 years of experience providing innovative audio and video communications solutions with a strong tradition of high quality and exceptional customer service. As the largest global integrator for audio and video communications systems and services, AVI-SPL is uniquely positioned to deliver the most comprehensive line-up of presentation solutions, including: systems integration, sales and rentals, complete staging and production, managed conferencing, IP integration and event management. For more about AVI-SPL, visit [www.avispl.com](http://www.avispl.com).

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