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TAG GROWS AGAIN ADDING NEW SOUTHWEST MEMBER, INTEGRAL MARKETING.

CHARLOTTESVILLE, VIRGINIA (May 1, 2008) : TAG-The Advantage Group

has added another member to their growing national footprint. Effective immediately Integral Marketing will be the new Southwest member of TAG – The Advantage Group.

“The addition of Integral Marketing allows TAG to significantly raise its service levels in the Southwest,” says David Weisman, TAG’s Executive Director. “Ken Kingdon has a dynamic business and brings to TAG many years experience serving CE integrators and dealers. We are delighted to welcome Integral Marketing as our newest member.”

Based in Houston, Texas, Integral will serve dealers in the Southwest region. Integral offers dealers and installers the finest custom audio/video solutions available today, offers expert product training and is committed to friendly, knowledgeable technical support and customer service.

Integral Marketing – www.integralmktg.com - is proud to distribute a number of fine manufacturers, including: Denon, Panamax, Audyssey, SoundMatters, Mirage, Philips, Optoma, DirectConnect, Audiovox, Sanyo, and much more.

TAG - The Advantage Group is The Installers Resource. TAG is a national distribution group connecting custom installers and systems integrators with select manufacturers' lines including Contractors Wire & Cable, Ethereal, NEC, Nexus, PDR Mounts, Pinnacle, Tripp Lite and more. With facilities throughout North America and a range of strategic services, TAG members are a new breed of distributor - professional, knowledgeable and reliable.

For more information regarding TAG contact David Weisman at 434.973.4498 or go to www.installersresource.com.