

# COMPANY PHILOSOPHY

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## OUR PEOPLE

Our people are our most precious resource. Our success as a company is totally dependent on our people's success as professionals and individuals.

## OUR MANUFACTURERS

To offer our manufacturers the best regional sales coverage available with effective product sell-through and market penetration.

## OUR CUSTOMERS

We strive to go the "extra mile" for our resellers and are passionate in our mission to deliver beyond what is expected.



## COMPANY OVERVIEW

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- Mid-Atlantic territory coverage
  - 30 years in rep business
  - 3 fully staffed offices
    - Philadelphia, PA
    - Washington, DC
    - Baltimore, MD
  - 4 outside sales reps with over 100 years of sales experience  
2 inside customer service reps with over 20 years of experience
  - Broad reseller base
    - Government System Integrators
    - Mass Merchant
    - Corporate resellers
    - e-Commerce
    - Regional Distribution
    - VARs
    - Direct Marketers
    - CE Retailers
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# ADMINISTRATION INFORMATION

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## CORPORATE HEADQUARTERS

Summit Sales & Marketing  
20121 Valley Forge Circle  
King of Prussia, PA 19406  
Phone: (610) 783-6330  
Fax: (610) 783-6567  
URL: [www.summitrep.com](http://www.summitrep.com)

Garry Dienes, President	e-mail: <a href="mailto:garryd@summitrep.com">garryd@summitrep.com</a>
Jay Boatman, Vice President	e-mail: <a href="mailto:jayb@summitrep.com">jayb@summitrep.com</a>
Jean Ann Lewis, Customer Service	e-mail: <a href="mailto:jeanannl@summitrep.com">jeanannl@summitrep.com</a>
Yvonne O'Connor, Office Administration	e-mail: <a href="mailto:yvonneo@summitrep.com">yvonneo@summitrep.com</a>

## WASHINGTON DC BRANCH SALES OFFICE

Summit Sales & Marketing  
15960 Derwood Road  
Rockville, MD 20855  
Phone: (301) 975-9703  
Fax: (301) 975-9799

Mike Bahniuk, Vice President	e-mail: <a href="mailto:mikeb@summitrep.com">mikeb@summitrep.com</a>
Kathy Pierce, Sales Administrator	e-mail: <a href="mailto:kathyp@summitrep.com">kathyp@summitrep.com</a>

## BALTIMORE BRANCH SALES OFFICE

Summit Sales & Marketing  
1316 W. Seminary Road  
Baltimore, MD 21093  
Phone: (410) 494-7755  
Fax: (410) 494-4999

Bill Bennett, Vice President Consumer Products e-mail: [billb@summitrep.com](mailto:billb@summitrep.com)

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# TERRITORIAL MAP

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## SUMMIT SALES & MARKETING TERRITORIAL COVERAGE MAP TERRITORIES 7, 8, 10 AS OUTLINED BY EIA



### ZIP CODE SUMMARY

Eastern Pennsylvania	168-196
Delaware	197-199
Southern New Jersey	080-087
Maryland	206-214
	216-219
Washington, DC	200-205
Virginia	220-246

## A WINNING TRACK RECORD

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**Logitech** (3 years)

Pioneer Award 2000

National Account Mgr of the Year (2001)

**ATI Technologies** (11 years)

Highest Volume Sales in 1998

Rep of the Year 1999

10 Year Award

**LG Electronics**(4 years)

Rep of the Year

**Eastman Kodak Company** (4 years)

Rep of the Year

**Philips Consumer Electronics** (11 years)

\$10M Dollar Club (3 time winner)

Rep of the Year (3 time winner)

**ActionTec Electronics** (3 years)

Rep of the Year

**Connectix** (5 years)

Rep of the Year

**Farallon Computing** (3 years)

Rep of the Year

**Videologic** (4 years)

Rep of the Year

**GVC** (1991 to present)

Rep of the Year (2 time winner)

**Chinon** (8 years)

Rep of the Year (3 time winner)

**Cyrix** (5 years)

Rep of the Year

**SuperMac Technology** (7 years)

Regional Sales Award

**Maxell** (11 years)

Sales History \$200,000 to \$5M

Rep of the Year

**Intel - PCEO** (5 years)

Sales History \$0 to \$26M

One of the top regions in the country

Sales Region of the Year

**Commodore Amiga** (3 years)

Sales History \$0 to \$10M

Rep of the Year

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## EMPLOYEE RESPONSIBILITIES

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**Garry Dienes** has been with Summit Sales for 25 years. He is now President and oversees the company's sales and operations, as well as handles major accounts, including Bell Micro and Rite Aid. Garry has a Business Administration Degree from Hawthorne college.

**Mike Bahniuk** has been with Sales & Marketing for 18 years and is now responsible for management of the Washington DC office and the company's government sales and system integrator business, including Micron, GTSI, and CDW-G. Mike has a Business Administration Degree from Ohio University.

**Jay Boatman** has been with Sales & Marketing for 15 years and is now responsible for major account sales for the Northern territory, including D&H Distributing and Electronics Boutique. Jay has a Marketing Degree from Southern Illinois University.

**Bill Bennett** is responsible for the management of Summit Sales & Marketing's Consumer Electronics business channel and works out of the Baltimore office. Bill has over 25 years experience as a principal in the manufacturer representative business and in that capacity oversees the major retailers such as Circuit City, AOL and QVC in the Mid-Atlantic territory.

**JeanAnn Lewis** has been with Summit Sales & Marketing for 11 years. She is responsible for all customer service for the from the King of Prussia office.

**Yvonne O'Connor** has been with Summit Sales & Marketing for 11 years. She is responsible for computer operations, including; order entry and PO administration, commission reconciliation, and sales history reporting for the entire company from the King of Prussia office.

# YOUR REGIONAL SALES CONNECTION

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consumer  
electronic products



retail and mass merchant  
products



computer  
products



e-commerce  
direct marketing



federal government  
system integration



# BROADEN YOUR MARKET REACH. INCREASE YOUR PROFITS.

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Summit Sales and Marketing is a member of the Access Sales Group. ASG provides national “Best-In-Class” sales, marketing and management services to meet the dynamic needs of the retail channel. ASG is composed of six partner companies lead by professional sales executives who share unparalleled experience and a true entrepreneurial spirit,

## Access Sales Group:

- delivers the top 100 and secondary retail accounts nationally
- facilitates rapid market penetration into national retailers
- provides retailers with one point of contact for multiple manufacturers
- eases sales force management
- delivers timely implementation of sales programs
- delivers the lowest cost of field sales
- offers a scalable solution
- brand marketing implementation

We use our consultative selling techniques and our extensive market expertise to sell your business proposition, not just your products, into your target customers.

## **ASG — Your Smart Choice For Greater National Retail Success and Profitability**

To compete more effectively and profitably in today’s increasingly dynamic retail market, you’ll need an edge. A relationship with ASG gives you just that edge — our understanding of emerging technologies, as well as our market knowledge, unbiased advocacy and sophisticated consultative approach has made us highly valued by the retail channel, and provides manufacturers like you with unparalleled access into established and new retailers and distributors.



<http://www.accesssalesgroup.com>

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## TERRITORY COVERAGE

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### COMPLETE TERRITORY COVERAGE

- Mass Merchants
- CE Retailers
- Government System Integrators
- Direct Marketers
- Distributors
- e-Commerce
- VARS

**CIRCUIT CITY**

**PEPBOYS**  
Parts, Tires, Accessories, Service.

**CDW-G**

**D&H**

AMERICA  
**Online**

**RITE AID**  
It's not just a store, it's a solution

**QVC**

**gtsi**

**RITZCAMERA**

**micronpc**

**EP3**

**BELL  
MICROPRODUCTS**

## ADMINISTRATIVE SUPPORT

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Summit Sales and Marketing employs a full sales support staff for pre-sales and after sales support. Our staff utilizes Manufacturers Agents Computer System (MACS) automated sales tracking system. This system ensures a smooth and orderly processing of purchase orders, order tracking and correspondence with our customers and manufacturer partners. Our inside sales support team allows the Summit Sales & Marketing field sales representatives to spend more time in the field visiting customers. Our reputation to provide first class sales support with our customers provides a level of confidence with our customers and the manufacturers we represent.

Below are a few of the value added customer services Summit Sales & Marketing provides:

- Projections
  - Order entry management
  - Advanced order tracking – Liaison for verification that order is shipping on schedule
  - Chargeback management
  - Open order status
  - Shipping status
  - Back-order status
  - Forecasting
  - Historical sales analysis
  - Pricing announcements, changes and price protection
  - Return authorization management
  - New account and vendor set-up forms
  - Industry trends
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# ACCOUNT REFERENCES

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## **MANUFACTURERS**

Microsoft 425-936-0187  
Chris Bomstead, OEM Group Manager

Samsung Electronics 972-761-7880  
Sam Akkapeddi, Director of Retail Sales

Logitech 602-912-5788  
Mike Crosby, VP of Sales

## **NATIONAL RETAIL CHAINS**

Electronics Boutique 215-430-8100  
Jerry Madaio, Vice President  
Mark Fox, Buyer  
Jason McCutchen, Buyer

Circuit City 804-527-4000  
Mike Ryan, Sr. VP of General Merchandising  
Dan Barzel, VP of Merchandising

## **DIRECT MARKETERS**

QVC 610-701-1497  
Dennis D'Angelo, Director of Home Products  
Pete Clark, Buyer

AOL 703-265-2368  
Dan Shilling, Merchandise Buyer

## **DISTRIBUTORS**

D&H Distributing 717-236-8001  
Garry Brothers, President  
Michael Schwab, VP of Merchandising

Bell Micro 215-741-4080  
Denis Bilodeau, VP of Marketing

## **GOVERNMENT INTEGRATORS**

GTSI  
Dendy Young, President 703-502-2900  
Bill Johnson, Senior VP of Operations 703-503-2003

Micron Government Systems  
Harry Heilser, VP and General Manager 208-893-3116  
Tony Colangelo, Director of Business Development 703-707-0805  
Tim Snooks, Director of Third Party Marketing 208-893-4521  
Sid Guha, New Business Development 304-229-6001