



For Immediate Release

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Electronic Interiors and Sound FX Home Announce Merger

New company will maintain Electronic Interiors name; deliver larger array of services to expanded customer base

OCEAN CITY, MD., January 2, 2020 (MEDIAWIRE) —Electronic Interiors, premium home audio, video and automation retailer in Ocean City, Md., announced that on January 1, 2020, it will merge with the home division of Sound FX, provider of entertainment, safety and convenience products for home and car. To facilitate the merger, Sound FX will spin off its home division to focus solely on automotive and marine. The newly merged company will maintain the Electronic Interiors brand and benefit from efficiencies that promote growth and service capability.

Electronic Interiors was founded in 1992 and has grown to three locations to service clients throughout the Maryland and Delaware shore, Baltimore and Washington, D.C. Co-owners Greg Cooke and Doug Hargrove purchased the business from the previous owner in 2012 and have since doubled revenue and service offerings.

Similarly, Sound FX in Lewes, Del., was also founded in 1992. Mike Wright and his business partner purchased Sound FX from its original owner in 2005. For the past 18 years, Wright has managed the home division of the company and recently moved the division to a neighboring facility that serves as its showcase and design center.

Following the merger, Wright will serve as general manager of Electronic Interiors, Cooke will assume the role of sales manager and Hargrove will manage technical operations. The showcase and design center in Lewes will become the new headquarters and fourth location for Electronic Interiors. The former headquarters in Ocean City will remain open to service customers in the area, as will satellite locations in Gaithersburg, Md., and Wilmington, Del. The company will also rebrand and re-introduce its website at eismarhome.com.

“Though each company has different strengths, we’ve had similar growth and comparable service offerings,” said Wright. “Greg, Doug and I developed a mutual respect over the years. We talked about the best path to growth in a market that has plateaued, and that path was to combine forces. I look forward to working with a pair of proactive partners to expand our reach and drive home electronics innovation to the next level.”

“We’ve seen this industry go from simple home entertainment to include integrated automation, and every year more innovations come to market,” said Hargrove. “It’s our job to fully master the technology and implement new features into customers’ homes and businesses. Joining our two companies brings an infusion of real-world expertise that is invaluable to delivering professional installations and an intuitive user experience.”

“We are excited and energized about the merger,” added Cooke. “With four locations all working toward the same goal, the new structure will double our manpower and improve efficiencies, allowing us to focus more resources on growth. We plan to reach into new areas such as the southern Philadelphia and



southern New Jersey markets to provide the same superior products and service we've given to our customers for almost two decades."

For more information, please contact Mike Wright at mike.wright@eismarhome.com, Greg Cooke at greg@eismarhome.com or Doug Hargrove at doug@eismarhome.com.

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