



MIDDLE ATLANTIC PRODUCTS PRESS
FOR IMMEDIATE RELEASE: March 3, 2011

Media Contact: JC Costa • Brainstorm Media
jcbrainstorm@nyc.rr.com

BC ELECTRONICS TO REPRESENT MIDDLE ATLANTIC PRODUCTS

Fairfield, NJ—Middle Atlantic Products has chosen BC Electronics as sales representative in the AV, Broadcast and Music markets in several Mid-West states.

Commenting on the new appointment, Robert Newhuis, Middle Atlantic Sales Director noted “BC Electronics has a proven track record of success and a reputation for excellent customer service that is a perfect fit with our company. We are proud to have Rick Hanson, and his dedicated staff, represent us.”

BC Electronics will represent Middle Atlantic throughout the southern Illinois, Iowa, Kansas, Missouri and Nebraska territory.

For technical specifications and in-depth information about Middle Atlantic Products, please click to www.middleatlantic.com or call 1.800.266.7225.