

# NEWS RELEASE

## **SCREEN RESEARCH APPOINTS STJOHN GROUP AS ITS EXCLUSIVE DISTRIBUTOR AND MARKETING AGENT FOR NORTH AMERICA.**

**Screen Research is pleased to announce the expansion of its International Distribution Network with the appointment of StJohn Group as its exclusive North American distributor.**

August 29, 2003 – Paris, France – StJohn Group (SJG) was chosen for its strong experience in the home theater and A/V industry, as well as its marketing capabilities and focus on customer service.

StJohn Group is a distribution and marketing company with extensive experience building brands in the custom integration (CI) market. Composed of recognized industry veterans, the company is pioneering a “new school” approach to products and marketing strategies – one that will help move CI dealers closer to the mainstream of the home design market.

Based in Southern California, StJohn Group contracts with 15 manufacturer representative firms that service the residential custom A/V and integrator markets throughout North America.

StJohn Group consists of three partners – John Caldwell, Chris Esse, and Kevin Leja – as well as Anthony Grimani, who recently joined SJG as its Consulting Technical Director. As a group, they have more than 80 years experience in virtually every facet of the consumer electronics industry. Caldwell has directed sales for such prominent manufacturers as McIntosh Laboratory and Kenwood. Leja was instrumental in building the market for architectural loudspeakers while at Sonance. Esse was founding editor of AudioVideo Interiors magazine, the publication that helped influence the direction of the CI market. And Grimani is known throughout the industry for his work while director of technology and licensing at THX.

Kevin Leja, StJohn Group president: “I am particularly excited about the future for Screen Research in North America. Our market research indicates growing demand for high-performance screens that promote the broader concept of “FlatCinema” - big-screen home theaters that exist comfortably in a wider variety of room sizes and interior decors. The partnership we’re creating with Screen Research will allow us to deliver first class service and support to our dealers”.

**Company e-mail: [info@StJohnGroup.com](mailto:info@StJohnGroup.com)**

**Website: [www.stjohngroup.com](http://www.stjohngroup.com)**

### **About Screen Research:**

Screen Research™ designs and manufactures Projection Video Screens to the highest video and audio standards which are fully compatible with all projection technologies. The products are distributed via an international network of highly professional organizations dedicated to Quality and Customer Service.

Screen Research™ has recently introduced ClearPix™, a range of innovative and patented projection screens for the Home Theater market. They are the first screens which allow speakers to be placed directly behind the screen with no audio or video performance penalties, and no moiré interference patterns when used with popular DLP and LCD projectors.

For more information on Screen Research, please visit  
**[www.screenresearch.com](http://www.screenresearch.com)**