

News Release



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**ASTEROPE SEES CONTINUING MOMENTUM IN DEALER SALES  
Expanded Product Line, Dealer Programs, Support Drive Success**

**AUSTIN, Texas – January 25, 2018** ...Asterope is seeing continued momentum in dealer sales both in the U.S. and internationally, the company announced today. The company is seeing strong acceptance of its audio products for both the Musical Instrument and Pro Audio markets, a reflection of the company's expansive product portfolio, dealer-centric programs and excellent customer support.

Dealers are seeing strong momentum across the company's expansive product offerings for both the musical instrument and Pro Audio markets. Asterope's product portfolio includes the Pro Studio and Pro Stage instrument cables, the new Asterope Bass Line of products, XLRs for standard microphone configurations, TRS to XLR for near-field monitors, Head-to-Cabinet speaker cables, RCA interconnects and Asterope Amplifier Speaker Harnesses, which allow customers to retrofit their current amplifier's internal speaker wire, greatly improving its overall performance. Asterope products use the company's exclusive technology – the result of decades of R&D – providing customers with greater clarity, bandwidth and harmonic response.

In addition to an extensive product portfolio, the company also has a number of dealer-centric programs to make it easier to successfully market Asterope products, including a dedicated dealer portal, A-mark pricing, rapid shipment from the company's US offices and excellent after-sale customer support.

“Since we began managing our distribution channels directly, and as our product line expanded, we found that having a single point of contact for all our products is a more efficient way to manage the sales and production process,” said Dariush Rad, Asterope CEO. “We're delighted by the response of our dealers and look forward to continuing to provide them with the products and resources they need to be successful.”

Asterope products are available through US and international dealers, from leading online retailers, including Sweetwater, Amazon and Musician's Friend, and directly from the company at [www.asterope.com](http://www.asterope.com). All Asterope products are designed and manufactured in the United States. For more information, contact the company at [info@asterope.com](mailto:info@asterope.com).

**About Asterope:**

Asterope, LLC is an innovative audio technology company specializing in products designed for the consumer, Pro Audio, OEM and high-end audio markets. Headquartered in Austin, Texas, the company offers unique products using breakthrough technology for musicians, engineers, producers and audio enthusiasts. The company can be followed on Facebook, Twitter, [youtube.com/asteropetv/videos](https://www.youtube.com/asteropetv/videos) and [asterope.com](http://asterope.com). For more information, contact the company at [info@asterope.com](mailto:info@asterope.com).

*Asterope... The Signal of a New Era*

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