



PRESS RELEASE

For Immediate Release

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William F. Miller & Associates to Represent JENSEN Marine

ELKHART, IN (June 5, 2012) – ASA Electronics, an international manufacturer of premium audio and video electronics is proud to announce a new business association with William F. Miller & Associates, who will be responsible for representing the JENSEN Marine brand line of products to boat builders and OEMs in the greater south and Midwest United States territory.

ASA is the manufacturer of JENSEN marine brand stereos, speakers, LCD TVs and other premium accessories. All of their products are specifically designed to withstand the rigors associated with an aquatic environment. ASA is pleased that such a highly regarded company such as William F. Miller has agreed to represent the JENSEN Marine name.

“A good partnership starts with shared business philosophies and strategic thinking which is a key part of the Miller group’s foundation,” said Fred Sherrerd ASA Marine Division Manager. “Their significant presence in the Southeast, high caliber professional selling capabilities along with providing added value to their customers makes the William F. Miller group a natural extension of ASA’s corporate sales staff.”

For over 50 years, William F. Miller & Associates, located in Nashville, Tennessee, has been one of the leading marine manufacturer’s representative agencies for the greater South and Midwest states. Their courage, dedication and integrity has made them one of the most trusted names in the industry and earned them the title “Rep of the Year” multiple times, both nationally and regionally.

“There is a significant story to be told about ASA and their ability to manufacture quality, durable and feature-rich audio and video products,” said Joe Miller President and Owner of William F. Miller and Associates. “I am honored that our organization is going to be able to tell that story and bring to our customer base cutting edge technology that the market is demanding.”

Since 1977, ASA Electronics has been an international manufacturer and supplier of mobile electronics to the marine, RV, bus, truck, commercial and heavy duty industries. ASA’s proprietary line of products includes:

- **JENSEN®** stereos, speakers, LCD televisions/monitors 12V LED TVs, & DVD players
- **JENSEN® Marine** waterproof/water resistant stereos, speakers, & accessories
- **JENSEN® Heavy Duty** stereos, speakers, & accessories
- **Voyager®** rear and side observation systems
- **Advent®** air-conditioners and appliances
- **Marine Audio®** Speakers and Accessories

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