



Ultralink :: Ultra Value :: Ultra Performance

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For Immediate Release

Industry Update...

Steven Affonso Joins Ultralink!

National Sales Manager for Distributors and Buying Groups

Ontario, California • 7/7/2009 • Ultralink/XLO Products, Inc. is pleased to announce that Steven Affonso joins our team as National Sales Manager for Distributors and Buying Groups.

Steven comes to us with fully 18 years of CE industry experience behind him, 16 of those at Monster Cable with various responsibilities in sales and rep management. You know this man knows the business!

“Working closely with distributors and dealers to effectively grow our business and expand attachment selling is what I’m all about,” explains Steven. “Now more than ever we have to remain tightly focused and goal-oriented while other cable manufacturers are sitting on their hands wondering about the future. At Ultralink/XLO our team is *building* the future, not waiting for it to happen. I’m excited to be working with the management team at Ultralink and look forward to contributing immediately.”

“We’re sure we’ve hired just the right man for the job,” says Allen Sung. “His wide and hands-on experience in our industry makes him effective right from the get-go, and we’re confident that Steven will help all of us prosper while others lose their momentum.”

Steven can be reached at 408.775.5685. You’ll be hearing from (and about) him soon!

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