



Jennifer Green
jgreen@mbapr.com
214 521 8596

Lainie Kritser
lkritser@mbapr.com
214 521 8596

FOR IMMEDIATE RELEASE

BDI ANNOUNCES CRAIG MATTHEWS AS NEW DIRECTOR OF AV SALES

Successful Industry Professional to Lead BDI's AV Team

CHANTILLY, VA – December 7, 2011 – Contemporary furniture manufacturer BDI is pleased to announce Craig Matthews as its new Director of AV Sales. Matthews will start in November and report directly to Dave Herman, President of BDI. As Director of AV Sales, Matthews will further develop BDI's brand and distribution within the consumer electronics channel, coordinating and leading BDI's national team of Sales Representatives and Distributors.

"We are pleased to have Craig on board at BDI, and are looking forward to having his industry expertise continue to tell the BDI story," says Herman. "His background and experience will allow him to further support our incredible network of dealers."



Prior to joining the BDI team, Matthews served as Vice President of Sales and Marketing at CLO Systems, LLC where he launched the WallWizard brand of wall mounts. While at CLO, Matthews set up a comprehensive internal sales and marketing infrastructure, recruited, hired and developed a U.S. manufacturer's representative sales team, established a distribution network and developed pricing, programs, promotions and account management tools.

His previous industry roles include a 3-year stint as Western Region Sales Manager for Chief Manufacturing, where he was able to increase year over year sales in the territory. Matthews has also held key account and sales positions with Panasonic, Sharp, Samsung and LG Electronics.

"I was drawn to BDI because of their premium brand position in home theater furniture and the high quality of their products and personnel," said Matthews. "Clearly they are experts at designing, engineering and manufacturing unique and functional solutions for today's consumers while maintaining an eye on the future and needs of the industry."

Craig received his associate's degree in business administration with an emphasis in sales and marketing from Diablo Valley College and studied business and management at the University of California, Berkeley.

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About BDI:

Since 1984, BDI has been driven by a passion for great design. BDI furniture is designed to seamlessly integrate technology into the home. BDI home theater cabinets set the standard by beautifully combining unique styling with integrated features, earning a reputation in the industry for innovation and quality. Visit BDI online at bdiusa.com.