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DVIGear Partners with T&W Marketing

Experienced Team to Run DVIGear's European Sales and Marketing Operations

Chapel Hill, NC – May 5, 2006 – DVIGear, a leading provider of digital connectivity solutions, announced today that it has signed an agreement with T&W Marketing based in Zulte, Belgium to become its Strategic Marketing Partner for all of Europe. T&W Marketing is a marketing and sales organization which serves the specialist reseller and custom installer channel in Europe. The firm is headed up by Tom Vanthuyne and Wim De Vos, who collectively have more than 30 years of experience in the professional audio visual and home entertainment markets.

“Europe now works as one single economic zone, although with important language and cultural differences,” said Wim De Vos, founding partner of T&W Marketing. “This new European reality, together with the recent advancements in communication and internet tools has enabled us to create a more competitive business model to serve the European custom install market.”

“We are extremely pleased to be working with T&W Marketing,” said Steven Barlow, president of DVIGear. “T&W has a unique vision of the growth track for the European display market that makes them the ideal partner for our expansion into the region.”

T&W Marketing will be responsible for the sales, marketing and distribution of DVIGear products throughout the European region. The company will also take over management of DVIGear's dealer network in the region and will offer local product delivery as well as sales and technical support to all European customers.

About DVIGear

Founded in 1999 by industry icons Gary Kayye and Jody Thomas, DVIGear is widely acknowledged as the leading supplier of digital connectivity solutions for high performance display applications. Today DVIGear offers an extensive product line of cables, adapters, custom wall plates and electronic products for the distribution of high quality DVI and HDMI signals.



About T&W Marketing

Founded by Tom Vanthuynne and Wim De Vos, T&W Marketing offers more than 30 years of experience with leading brands such as BARCO, BANG & OLUFSEN, CineVERSUM and the Image Science Foundation. The company supplies marketing services to premium consumer electronics manufacturers for the specialist reseller/custom installer channel in Europe.

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