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***ROCKFORD FOSGATE APPOINTS TAYLOR MARKETING CORP.  
AS SOUTHERN CALIFORNIA REPRESENTATIVE***  
*Rockford Transitions to a Representative-Based Sales Model in all U.S. Markets*

**TEMPE, Ariz. – April 1, 2014** – Rockford Fosgate, the industry leader in high-performance car audio systems, is pleased to announce that Taylor Marketing Corp. has been appointed as the company’s representative for southern California. This is a transition in that territory from the current factory direct model as Rockford has decided to move back to a rep-based sales model in all U.S. markets.

The use of a direct sales model is uncharacteristic for Rockford, because historically the company has been a very rep-centric organization. However, it allows Rockford to better understand the needs of the dealer base in the southern California market as well as to learn what tools the nationwide rep network will most benefit from with this change.

Mike Thompson, president of Taylor Marketing Corp., commented, “I began my career as a rep in 1982 and was fortunate to have an opportunity to work with Rockford back then. After an absence of over 20 years, I’m very excited to be a part of the team once again.”

Added Bill Jackson, CEO and president of Rockford, “Taylor Marketing has been very successful in selling and supporting other Rockford Corporation brands in the territory. Their experience and knowledge of the market will serve our dealers well. We’re confident that they are a great addition to the Rockford Fosgate rep family.”

For more information on Rockford Fosgate, please visit [www.rockfordfosgate.com](http://www.rockfordfosgate.com).

**About Rockford Corporation**

Setting the standard for excellence in the audio industry, the Rockford Corporation markets and distributes high-performance audio systems for the mobile audio aftermarket and OEM market. Headquartered in Tempe, Ariz., Rockford Corporation is a publicly traded company and manufactures its products under six brands: Rockford Fosgate(R), Rockford Acoustic Design(TM), Lightning Audio(R) and Brax, Helix and Renegade. For more information, please visit: [www.rockfordfosgate.com](http://www.rockfordfosgate.com), [www.rockfordacousticdesign.com](http://www.rockfordacousticdesign.com), [www.lightningaudio.com](http://www.lightningaudio.com), [www.braxhifi.com](http://www.braxhifi.com), [www.helixhifi.com](http://www.helixhifi.com) and [www.renegadecaraudio.com](http://www.renegadecaraudio.com)

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