

# ROCKFORD CORPORATION

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## ***ROCKFORD CORPORATION PROMOTES TAMMY LOWE TO DIRECTOR OF MARKETING***

**TEMPE, Ariz. – May 21, 2015** – Rockford Corp. ([www.rockfordcorp.com](http://www.rockfordcorp.com)), the industry leader in high-performance audio systems, is proud to announce that it has promoted Tammy Lowe to director of marketing, effective immediately.

“Tammy has been with Rockford for more than 25 years, and has been associated with the marketing of our brands since the late 1990s,” said Theresa Anthony, Rockford vice president of sales and marketing. “As director of marketing, Tammy will remain focused on growing our brands by staying in alignment with the sales and product teams. She will manage the daily activities of the marketing group while developing strategic plans for each of our brands.”

Lowe started at Rockford in 1988. During this time, she worked in various rolls, starting out in inside sales, then moving over to the marketing department as the trade show and events manager and marketing services manager. Most recently she was the marketing manager for the past seven years. She has managed the efforts of the marketing team to move Rockford forward in digital marketing, has kept its brands visible in the retail stores, and has maintained the brands’ national exposure at music, sports, and lifestyle enthusiast events.

“I’ve seen the dramatic upward progression of this company during my time at Rockford, and I am very proud of the international leader it has become,” said Lowe. “I’ve worked with so many great people here at Rockford and throughout the industry. The Rockford name is synonymous with quality worldwide, and I am excited to take on more responsibilities to further the awareness of Rockford’s brands and to build on our success for future growth.”

For more information, visit [www.rockfordcorp.com](http://www.rockfordcorp.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 or distributes its products under seven brands: Rockford Fosgate(R), Rockford Acoustic Design(TM), Lightning Audio(R), Blaupunkt, 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.blaupunkt.com](http://www.blaupunkt.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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