



FOR IMMEDIATE RELEASE

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NAMM Announces Royalton Music Center Presented with ‘Top 100 Dealer Award’ at Popular Nashville Musical Instruments and Products Trade Show

North Royalton, Ohio, August 1, 2011 — The National Association of Music Merchants (NAMM) announced Friday, July 22nd that Royalton Music Center was presented with a “Top 100 Dealer Award” at a special award ceremony held at the 2011 Summer NAMM Show in Nashville on July 22. The company was also nominated as the Top 3 retailers in the country for NAMM’s “Best Lessons/Clinics/Masterclasses” at the presentation.

The retail music product stores that received this distinction were judged by a panel of industry experts on criteria including:

- Displaying a consistent and clear understanding that the success of the store is directly related to the level of customer satisfaction
- Providing customers with an experience worth returning for and recommending to others
- Preparing for future success with sound planning, marketing and training initiatives.
- Ensuring an exceptional floor plan, merchandising and marketing to encourage repeat sales
- Using the web and social media in interesting and engaging ways.

“We are proud to recognize these outstanding national retail music product stores for maintaining high standards in their businesses, and for encouraging more people in their communities to experience the joys and benefits of making music,” said NAMM President and CEO Joe Lamond.

About ROYALTON MUSIC CENTER

Royalton Music Center offers a full line of band and orchestra instruments, guitars, amplifiers, percussion equipment, sheet music, special orders, certified repairs, and accessories. Along with sales, RMC also offers an equity-building rental program for beginning students. True to Royalton Music Center's commitment to the local community, they offer music lessons on all band and orchestra instruments, piano, guitar, and voice, with over 40 teachers who educate more than 500 students weekly at their new state-of-the-art space. RMC is also proud to offer music therapy for special needs individuals. Throughout the year, Royalton Music Center offers special educational music programs for musicians including recitals, a summer jazz band, interactive rock band, group guitar lessons, and exclusive master classes.





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About ROYALTON MUSIC CENTER continued

For professional musicians and those aspiring to be, RMC offers an elite collection of intermediate and professional instruments through their pro division - Professional Suite by RMC. Founded in 1964 by Richard and Ida Eleck, the store is in its third generation of family ownership under granddaughter Lauren Haas Amanfoh. For more information, contact RMC at 10167 Royalton Road, North Royalton, Ohio 44133 - call (440) 237-9400 - or visit them on the web at www.royaltonmusic.com or www.facebook.com/royaltonmusic.

About NAMM

The National Association of Music Merchants, commonly called NAMM in reference to the organization's popular NAMM trade shows, is the not-for-profit association that unifies, leads and strengthens the \$17 billion global musical instruments and products industry. NAMM's activities and programs are designed to promote music making to people of all ages. NAMM is comprised of more than 9,000 Member companies. For more information about NAMM, interested parties can visit www.namm.org or call 800-767-NAMM (6266).

