



PRESS RELEASE

For Immediate Attention

ARMOUR HOME PARTNERS WITH THE GARAGE CONVERSION COMPANY TO OFFER COMPLETE DEDICATED HOME CINEMA ROOM

In a move which will offer yet another new business opportunity to its dealer base, Armour Home has announced that it has formed a partnership with the Garage Conversion Company (GCC) to convert any garage into a dedicated and complete home cinema/TV room.

This arrangement provides customers with the finest and most cost effective way to create a home cinema in the home, with a true 'one stop shop' enabling full garage to home cinema conversions that include the latest home entertainment systems, lighting and furniture, all installed within an average of 10 days.

GCC already markets a 'finished product' as in a home Office, bedroom or kitchen and now one of its more high profile offerings is a home cinema, especially in the build up to the World Cup in June. Armour has specified its own bronze, silver or gold home cinema systems, and introduced them to a network of 40 installers giving nationwide coverage, under a service agreement. The cinemas will be to the highest standard within the client's budget, with brands such as QED, Epson, Q- Acoustics, NAD and Sonance throughout the offerings. All of the installation work and commissioning for the cinema components will be sold and installed by the AV specialist.

Established in 2001 GCC has converted over 3,500 garages around the UK, and, working with Armour Home, the company expects to sell 100+ cinema between March and June in time for the World Cup kick off. Each GCC converted Home Cinema will be installed with 100% Armour equipment, by a qualified Armour Home cinema installer. Finance packages are available to support the consumer's entire purchase including the home cinema equipment.

Armour Home Area Sales Manager Richard Hayward commented, 'Once again, Armour Home is working with a respected national business to expand the sales of our dealers. GCC is the market leader in its field having founded the 'garage conversion' market and being the only company able to offer this on a nationwide basis. The added bonus is that the service is being marketed in Homebase stores around the nation - and on their website'.

Armour and GCC have created a website specifically for this offering at www.nationalhomecinema.co.uk which highlights the options available to the consumer.

RELEASE ENDS/NO EMBARGO

Armour Home Electronics

Stortford Hall Industrial Park
Dunmow Road, Bishops Stortford
Hertfordshire, CM23 5GZ

Telephone: 01279 501111

Web address for editorial: www.armourhome.co.uk

Armour Home Contacts

Ashley Hutchinson ashley.hutchinson@armourhome.co.uk
Richard Hayward richard.hayward@armourhome.co.uk

Linda Lamb linda.lamb@armourhome.co.uk

Armour Media Contact

Andy Giles andy@andygilesassociates.co.uk

Garage Conversion Company

www.garageconversion.com

