



[For immediate release!]

April 15th, 2009
Chandler, AZ

Tony Candela is pleased to announce that Steve Meade of Sacramento, CA has hired Candela Sales & Marketing as his Sales & Marketing Manager. Effective immediately, Candela Sales & Marketing has been hired to assist Meade in growing his web community. Candela had the following to say in regards, "Steve has been working diligently since 2002 to build a solid brand for his name on the Internet. In that time, his hard work has resulted in a web community for the car audio enthusiast like no other! Steve Meade has become a household name for these enthusiasts and it's exciting to be working with him again."

In his quest to make a name for himself, Meade embraced social networking on You Tube, My Space, Facebook, Break.com, Car Domain, etc. – all under the name of "meade916". From each of these efforts, he steers enthusiasts to his own website – www.stevemeadedesigns.com. His networking efforts warranted coverage in the January 2009 issue of Dealerscope magazine and again in the March 2009 issue of Playboy magazine. Candela remarked, "Many companies have struggled to find a way to put social networking to work for them. Steve has done this better than anyone I know of." Meade is well known for his now famous "My Eye Just Popped Out" Video on You Tube which has over 3 Million Internet views!



| steve meade | | Advanced Search |
|------------------------------|-----------------|-----------------|
| steve meade designs | 232,000 results | Preferences |
| steve meade forum | 139,000 results | Language Tools |
| steve meade videos | 369,000 results | |
| stevemeadedesigns.com | 11,000 results | |
| steve meade myspace | 112,000 results | |
| steve meade site youtube.com | 2,480 results | |
| stevemeade.com | 18,500 results | |
| steve meade audio | 257,000 results | |
| steve meade hypnotist | 27,500 results | |
| steve meade subwoofers | 11,800 results | |
| | | close |

Meade has never preyed on retail outlets in an effort to make a buck selling equipment. Rather, he's built his name on giving sound advice to enthusiasts in the many forums of which he is a member. He has also earned quite a reputation for his experience videos – videos he's made of his fans experiencing the insane audio systems in his vehicles. As a result, his own forum has over 7,000 members, his You Tube channel over 10,000 subscribers, and he currently has over 6,500 friends on My Space – all tuned in to see what he does next.

Meade commented, "I've worked with Tony since the middle of 2004 when he was my go to guy at Rockford. He understands what I'm all about and he's been a big help to me since before I launched my website. My web community has experienced phenomenal growth in the last few years and now it's time for me to get some outside assistance so that I can continue to offer SMD members a reason to visit and potential members a reason to join. When I heard that Tony started his own company, he was the natural choice for me."

Candela will be focusing on the addition of "SMD Partners" to the SMD web community in an effort to help Steve realize his goals. Unlike the thousands of websites simply selling ad space, SMD will march to a different tune in an effort to offer real value to its members and partners.

If you'd like to know more, contact Tony Candela at (602) 999-0942.



3823 S. Sage Court, Chandler, AZ 85248
(602) 999-0942 cell, (480) 656-1072 fax, tony@candela-sales.com