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*[For immediate release]*

### **Steve Meade Designs You Tube Channel Eclipses 100 Million Views!**

Steve Meade Designs (SMD) is excited to announce that its You Tube channel has eclipsed the 100 Million total view mark. This milestone was achieved on October 31<sup>st</sup>, 2011, just a few days after the number of subscribers to the same channel exceeded 100,000.

[URL = <http://www.youtube.com/user/meade916>]

A super enthusiast at heart, Steve Meade built his name by helping enthusiasts and hobbyists by answering questions and providing technical advice in the many online forums. In addition, he began showing hobbyists each step he took in building and creating each of his over the top installations via photos he posted in the threads.

Steve joined You Tube in July of 2006, just one month after he launched his own web site. This allowed Steve to expand his tutorials to video format as well as bring his followers into the fold with his daily and weekly happenings surrounding car audio. Shortly thereafter, Steve began the process of intertwining his social media efforts with his web site to incent a growth in traffic and membership. Today, his web site forum has over 40,000 members and is one of the most highly trafficked in all of car audio.

[URL = <http://stevemeadedesigns.com>]

From the beginning, it has always been Steve's intent to work with car audio companies and promote car audio in general. As of today, Steve Meade Designs has partnered with 14 different car audio companies, each of which is actively involved in his web site and web community.

*Steve had the following to say, "Car audio has been my passion for as long as I can remember. You Tube lets me share that passion with the masses and has been a big part of my web site's success. It's tough to top some of the things I've accomplished at You Tube, but I'm always working on what could be my next million view video. Hitting 100 Million views is something I just never even considered – top that off with having over 100,000 subscribers . . . it's amazing. I'd like to thank everyone that's tuned in!"*

Contact Candela Sales & Marketing at (602) 999-0942 if you would like more information about the SMD web community.