



## ***Press Release***

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*[For immediate release!]*

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Second Skin Audio is under new ownership. Second Skin is now owned by Ken and Sue Kanefield, newcomers to the 12 volt industry.

After 22 years in the auto glass business, Ken decided that the timing was good to pursue an entirely new venture. Ken remarked, *"The auto glass business was extremely good to my family and I for many years; but, I just didn't feel challenged by it any longer. After I sold the business, I began looking for a challenge in a different segment of the automotive industry. When I came across Second Skin, I was immediately drawn to it."*

Second Skin was started in 2002 by Anthony Collova. Collova attributes a significant part of Second Skin's success to his social and web marketing efforts. *"It was important to me to sell Second Skin to someone that I felt could take it to the next level and Ken and Sue couldn't be a better fit,"* commented Collova. He continued, *"I spent the last eight years building Second Skin and I'm confident that Ken and Sue will be equally as successful."* Max Kanefield, Ken & Sue's son, is following Collova's lead by keeping Second Skin actively involved all over the web.



*Max and Ken Kanefield*

As Ken and Sue are new to the 12 volt industry, they are eager to become involved. Immediate plans are to put Second Skin products to work as they have a complete audio / video system installed in Sue's 2004 Honda Odyssey. Next on the list will be Ken's 2009 Lexus RX-350. Ken had the following to say in regards to the upgrades, *"We are anxious to get our products in our own vehicles. I was into car stereo when I was younger and now that we are in the business, I can think of no better way to familiarize us with our customers' needs. I am very excited to improve the audio systems in both of our vehicles and what we'll be able to learn as a result."*

The Kanefields are in the process of relocating Second Skin headquarters to their home town of Tucson, AZ. This should be completed by the end of September. In the meantime, it's business as usual and the Kanefields don't intend to miss a beat.

For more info, contact Second Skin Audio at (800) 679-8511, or visit [www.secondskinaudio.com](http://www.secondskinaudio.com).