

# OUR COMPANY



Our corporate company **Samsonic** has been in business since 1971. The focal core of our business has been the distribution and manufacturing of consumer electronics to electronic specialty stores and chain stores throughout North America and later progressing to worldwide partnerships.

A key to our success over the years has been our ability to adapt to the ever-changing market. Our company began manufacturing stereos, boom boxes, speakers, and CE products, and as times progressed we slowly expanded into other categories such as photographic equipment and an array of CE products. Over the years we have partnered with several very well known licensees including The Sharper Image, Altec Lansing, and Major League Baseball.

In 2010, at a request from one of our clients whom we provide OEM labeling for, we launched our Pursonic brand. Pursonic initially focused on oral health care, and due to the overall success, we have expanded the line to include personal care, beauty products, home & household goods. Over the past few years, our **Pursonic** Power Toothbrushes and Oral Care products have had extreme market success. These products are superb and offer a great opportunity for major retailers. Leading oral care companies retail very similar toothbrushes for at least 50% more. Our customers have been extremely profitable with our products and are achieving very high margins.

The **Pursonic** value is amazing for the consumer and the profitability potential is substantial for retailers. Some of our major successes include Walmart Stores, TV shopping channels such as QVC, Shop NBC and Citrus TV in the Middle East. We've also had success with mid-tier department stores, regional supermarkets and drugstore chains. Our goals are to produce a product that is first and foremost high in quality and at the same time economical and affordable for the consumer. We strive on innovation and unique products to help promote the brand. With these objectives, we are assured to expand and continue the success of **Pursonic**.