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POLY-PLANAR LLC ACQUIRES BANSHEE MARINE AUDIO

Merged Company to Focus on Pool, Spa and Outdoor Sector

Somerville, N.J. – Poly-Planar LLC, one of the longest operating outdoor entertainment brands, announced today its acquisition of Banshee Marine Audio, a boat builder-focused audio company.

Leveraging Poly-Planar’s experience as a household name with a history of almost 60 years in the pool, spa and outdoor equipment, Banshee’s founder Dan Soeters will take over as President for the combined companies. His focus for the future of the new company will be to strengthen and improve innovative product development, with the goal of becoming an even stronger leader in the pool, spa and outdoor audio design space. Soeters also plans to renew emphasis on consumer and B-to-B consumer engagement to drive growth for the combined companies. Todd Allen, previously President of Poly-Planar, will continue to consult for the company as a Product Development Specialist.

“I’ve used Poly-Planar systems for years, and for as long as I can remember, they’ve been making big splashes in the pool, spa and outdoor segments,” said Soeters. “As we at Banshee Marine Audio combine forces with Poly-Planar, I couldn’t be more excited to move further into this space and establish true dominance in the outdoor world.”

“Bringing together one of the most well-established outdoor audio companies in the industry and one of the newest in the market is going to be a great story to tell,” said Tim Conroy, partner at Poly-Planar. “Combining the customer base and infrastructure of Poly-Planar with the energy and innovative products of Banshee will provide both brands the perfect platform for growth.”

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Soeters has been in the marine audio business for over 20 years in several international markets and founded Banshee Marine Audio after leaving his role as Global Sales Director of Fusion, a Garmin brand.

For more information on Banshee or its full line of audio products, visit www.banshee.rocks or call directly, 866 212 2589.

To learn more about Poly Planar, visit www.polyplanar.com or call 843 936 4080.

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About Poly-Planar:

As one of the longest operating marine and outdoor entertainment brands, Poly-Planar is known for some of the industry's most enduring innovations. Poly-Planar, based in South Carolina, is privately owned and operated. www.polyplanar.com

About Banshee:

Banshee is committed to supplying the industry's leading boat builders with the highest quality audio solutions at the most cost-effective prices. Based in New Jersey, U.S.A., Banshee is proudly family owned and operated. www.banshee.rocks



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