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Press Release

Sun-Gard® Partners with “Guerrilla Marketing” at the 2009 SEMA Show

St. Petersburg, FL, October 15, 2009: Sun-Gard is very pleased to announce a partnership with Guerrilla Marketing at the 2009 SEMA Show. David Fagan, the CEO of Guerrilla Marketing, will be in our booth to talk with window film distributors and dealers regarding innovative, cost-effective marketing ideas that can help improve their business. Sun-Gard will also be giving away a limited number of copies of the book “Guerrilla Marketing Weapons” by Jay Conrad Levinson. Mr. Levinson has sold over 20 million copies of his books since writing his first book in 1984. Window film dealers are encouraged to stop by the Sun-Gard booth (#11339) to find out how Sun-Gard window film products combined with the latest Guerrilla Marketing tactics can boost their sales.

In addition, Sun-Gard is hosting an exclusive Guerrilla Marketing event for its valued distributors, who are invited to a private presentation by David Fagan regarding the power of marketing in the business-to-business environment. Through previous conversations with some of our customers, David has been studying our industry and will provide specific insights on the challenges facing window film distributors. Afterwards, attendees will join David and the Sun-Gard staff for a continued conversation over dinner.

“We are extremely excited about our partnership with Guerrilla Marketing. We continually look for ways to provide our customers with value-added support to enhance their window film sales. We feel Guerrilla Marketing embodies the essence of our marketing strategy and that of many of our customers. SEMA provides the perfect opportunity for our dealers and distributors to learn from one of the most well-known marketing companies in the world,” says Angie Howard, Marketing Communications Manager for Solamatrix.

Also at SEMA, Sun-Gard will be displaying its full line of automotive window films including the new Black Lava metal-free film and the new GP Max Value Series film. Dealers can learn the latest techniques and watch live film shrinking demonstrations by instructors from Windowtinting.com Training School or try our products for themselves.

The SEMA show is November 3 – 6, 2009 at the Las Vegas Convention Center. Sun-Gard is located in the North Hall at booth #11339.

Sun-Gard window films are manufactured by Solamatrix, Inc, a producer and global marketer of a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property. Distributed through a network of independent distributors and dealers in more than 50 countries, Solamatrix products are sold under brand names that include Sun-Gard® and Glass-Gard®. Solamatrix is a subsidiary of Novomatrix Pte Ltd, and is headquartered in St. Petersburg, Florida USA.

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