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News Release

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FOR IMMEDIATE RELEASE

First Wave of Cabling Icon Contestants are Challenging the Low Voltage Industry

DULLES, VA, DECEMBER 16, 2011 – Just released today is the first wave of competitors to submit their entry to the first ever low voltage industry video contest, [Cabling Icon](#). The rush of video entries comes as many contestants wish to gain a competitive edge by posting their video ahead of the January 2nd deadline.

Those who [post their videos](#) before the January 2, 2012 deadline will have time to increase their exposure by gaining more views from the worldwide audience. Viewers have already begun picking favorites so earlier contestants may see more votes during the voting phase.

“Cabling Icon not only allows me to showcase myself to the world, it allows me the increase the exposure to my company,” said Joe Barnes, President of MTM Communications. “Having the opportunity to compete worldwide against others in my

field is a challenge. I have basically been training in the field for this contest for many years and now it's time for the world to see why to vote for me as the 2012 Cabling Icon!"

This contest is the first of its kind in the industry to allow users to upload their [video submissions](#) to YouTube and compete for a growing cash jackpot starting at \$5,000. A dedicated website, www.cablingicon.com, is available for participants and the public to view the video submissions and vote for their favorites.

"It is extremely gratifying to see the videos we have received, which range from funny to professional. I am also impressed by how some of the candidates worked their company into their video for promotion. I believe this first round, *Gives Us Your Best Shot*, will be the most challenging for the contestants because they must explain why he or she should be the next Cabling Icon within the 2-minute time limit. This Round 1 video will be more difficult than the following round where participants will perform a skill task terminating UTP cable," said Dennis Mazaris, Cabling Icon creator and [contest judge](#).

About Cabling Icon

[Cabling Icon](#) was developed by the [Concert Technologies](#) team as the industry's first entirely interactive contest to find the world's best low voltage installer or technician. The goal of the competition is to increase awareness of the low voltage industry, camaraderie among installers/technicians and increase the opportunity for education and career advancement in the low voltage industry. www.cablingicon.com