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**NAMM Announces Schmitt Music as a Top 100 Dealer**  
*Schmitt Music recognized as one of the top music products and instrument stores in America*

**Brooklyn Center, MN - July 17, 2012** —The National Association of Music Merchants (NAMM) announced today that Schmitt Music has been selected as a Top 100 Dealer. The award will be presented to the top music merchants from across the country at the organization's annual summer music product trade show, Summer NAMM, held in Nashville, Tenn. Schmitt Music is also in the running to receive NAMM's Dealer of the Year award at the July 13, 2012, presentation ceremony.

Music product retailers were judged using a numeric rating by a panel of impartial expert judges selected by, but not otherwise affiliated with NAMM. Schmitt Music received this recognition because they:

- Show a clear understanding that the success of a retail store is directly related to customer satisfaction
- Provide a retail experience worth returning for and recommending others to
- Design a floor plan, merchandising and marketing that encourages repeat sales
- Prepare for future success with sound planning, marketing and training initiatives
- Use the web and social media in engaging, effective ways

In addition to Dealer of the Year, Schmitt Music is also in the running for Best Ad, Best Curb Appeal, Emerging Dealer, Best Merchandising and Display, Best Sales Promotion, Best Use of Social Media, Best Website, the SupportMusic Local Advocacy Award, Wanna Play "Music Makes a Difference" Award and Other/Name Your Own Category.

"These awards are a chance for NAMM retail members to be recognized and rewarded for proactive, innovative business efforts and effective marketing campaigns by their peers. Retailers across the country will gather in Nashville this summer and are encouraged to use The Top 100 as fresh inspiration to help their own businesses succeed in the upcoming year," said NAMM President and CEO Joe Lamond.

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**About NAMM**

The National Association of Music Merchants, commonly called NAMM in reference to the organization's popular NAMM trade shows, is the not-for-profit association that strengthens the \$17 billion global musical instruments and products industry, while promoting the pleasures and benefits of making music. NAMM's activities and programs are designed to promote music making to people of all ages. NAMM is comprised of more than 9,000 Member companies in 87 countries around the world. For more information about NAMM, interested parties can visit [www.namm.org](http://www.namm.org) or call 800-767-NAMM (6266).