

Steven Enterprises, Inc.



Press Release

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For Immediate Release



Steven Enterprises, Inc. Named An Elite Dealer by *OfficeDEALER* Magazine

Irvine, CA, September 11, 2007-Steven Enterprises, Inc of Irvine, CA has been named one of the country's Elite Dealers by *OfficeDEALER* magazine. The award is presented annually by the magazine to the top office equipment, office products, and office furniture, dealers in the U.S. According to publisher Rich Kunkel, the 120 dealers presented with the prestigious 2007 Elite Dealer awards selected from a record number of entries. "It takes something special to stand out as an Elite independent dealer in 2007," Kunkel said. "Among Elite Dealers, success is not about surviving, it's about thriving-even in tough economic times." A profile of Steven Enterprises, Inc is included in the August 2007 issue of *OfficeDEALER* magazine.

Last year was a very good year for Steven Enterprises (SE) as it reached its targeted revenue growth of more than \$10 million. Not bad for a dealership that's been in existence for just 16 years and has only 29 employees. For SE, the focus is realistic planned growth, which helps maintain its fiscal security. "We have consciously resisted the temptation of excessive growth in favor of prudent, steady fiscal management," explains Steve Diumentì, president. "Our biggest asset in sustaining ongoing growth is our reputation within the wide format buying community." The Irvine, California-based dealership specializes in meeting the plotter needs of architects, print shops, and marketing firms. Among its product and service offerings are engineering copiers, plotters, blue-line machines, drafting and CAD furniture, business graphics, customer-format printing, printers, and supplies. Referrals and testimonials from current clients are Steven Enterprises' best-selling tools. Also instrumental is a Lead Exchange Program with eight traditional copier dealerships that don't offer wide-format products. "We have agreements to share leads when our end-user's needs span the range that the other company offers," notes Diumentì. "We have structured agreements stating that once leads are given, there is no crossing over the line of bidding on products that the other dealer may already be selling its customer. This proves integrity and trust still exist in the business world." Leads, not surprisingly at SE, are also generated internally. Every employee is considered a lead generator. Part of every job description and pre hire interview stresses the need for everyone to always be looking for new opportunities to expand SE's client base. Every employee has business cards and is encouraged to carry them all the time to pass to a friend or to anyone with whom they're doing business. "Our goal is to always keep our name and products in front of the community," says Diumentì. Employees who turn in profitable leads receive monthly bonuses. In addition to providing customers with wide-format equipment, the company has come up with creative delivery options for the supplies and paper those systems use-this gives SE an edge over the Internet and warehouse superstore pricing. "The supplies and paper for our plotters are not as commonly sold on the open market as are other copying and printing products," explains Diumentì. "Because of the large format size, shipping costs are high. We coordinate blind drop shipping, customer will call, and self delivery of products whenever possible." SE and its employees are also actively involved in the community. Each employee can use four hours per month for community involvement projects as well as paid time off for an endeavor that helps the community and is of personal interest to him. "This blending of personal time and interests emphasizes to all employees the need to give back to the community that supports our life and business," observes Diumentì. "Many employees have chosen to use this time off to work on community projects that involve their entire family. We are helping to build the community and enabling families to work together toward a common good." Asked about SE's greatest strength, Diumentì replies, "We listen to our clients and provide them

with the products and services they need. We are an old-fashioned, customer-based company succeeding in the solutions sales of the 21st century. We blend the selling of new technology with the old-fashioned values of knowledge, courtesy, fun, community involvement, and fair profits.

OfficeDEALER magazine is a national publication that serves more than 15,000 subscribers involved in the reselling of office supplies, office furniture and office equipment. The Elite Dealer award is based on a company's superior sales and marketing, dedication to customer service, community involvement and the ability to provide customers with unique and innovative solutions.

For additional information about Steven Enterprises, Inc., call Steven Diumenti at (800) 491-8785 or visit the Website at www.plotters.com.