

FOR IMMEDIATE RELEASE

CONTACT:

Kelly O'Bryant

Paragon 360

417-823-7282

kobryant@paragon360.com

www.paragon360.com

Paragon 360 and Sounds Great Become One Brand

Local Area Benefits from National Expertise

SPRINGFIELD, MO (March 15, 2017) - When it comes to the highly-customized audio, video, and lighting (AVL) services required by churches, businesses, organizations, and even individual equipment purchases, two Missouri brands have become extremely well-known.

Delivering professional audio, video, lighting and rigging systems in addition to custom scenic and staging elements in a design/build format, Paragon 360 and Sounds Great, both of Springfield, MO., have a long history of providing exceptional AVL support. It's a heritage reinforced by centuries of combined experience within the brands. That proficiency, itself, is a distinction distancing these brands from a host of less-capable firms.

Purchased by Paragon 360 in 2013, Sounds Great has been jointly partnering with Paragon for years in venues all over the country. Today, that close relationship has been fused into a single, powerful force as Sounds Great becomes one with Paragon 360. According to company officials, the joining of these two firms is part of a long-standing commitment to reward every client with a smooth, worry-free experience. The consolidation also helps reinforce the all-encompassing, full-service reference in the Paragon 360 suffix.

"We're excited about completing the transition of Sounds Great into the Paragon 360 family," said company president and CEO, Donnie Brawner. "In some ways, though, the move is really more of a formality. Both businesses have been working jointly with the same clients and venues for years. The announcement just makes official what many have known for some time; that we've basically had two names for the same company of people. Moving forward, we believe this will help eliminate potential confusion between the names while reinforcing our focus on extraordinary quality, service, and customer satisfaction."

Representing more than 250 brands of professional AVL gear, Paragon 360 provides equipment from the finest and most reputable brands while delivering detailed, personal attention from an extensive in-house design, build, installation, and service team. It's yet another customer service advantage that continually sets the company apart from any other AVL firm.

From local to regional and countless national projects, Paragon 360 brings a level of experience and expertise to the southern Missouri market that is rarely seen. It's an observation reinforced by a client roster that reads like a Who's Who list of churches, businesses, and recreation venues. Even so, a fair amount of this award-winning firm's work centers on groups with smaller budgets and more moderately-sized projects. Ultimately, the company carries a skill set so diverse and strong that many have been surprised that this class of AVL acumen is not only available in Springfield and Branson, but is an incredible arm of support for organizations throughout the Ozarks region.

Paragon 360 also manufactures its own line of innovative Drum Enclosures, Scenic Elements, and Modular Staging products. The company's turn-key approach to expert analysis and on-time, on-budget delivery has made it the go-to resource for all sizes of churches, schools, businesses, museums, theatres, and others looking for highly effective, engaging environments in both large and small spaces.

About Paragon 360

Paragon 360 is an award-winning, design leader in the professional AVL industry. With an extensive client base, the company is dedicated to building highly effective and engaging environments for churches, businesses, schools, museums, live events, and others with requirements involving professional audio, video, lighting, rigging, scenic and staging in a design/build format.

Representing hundreds of the world's finest and most reputable AVL brands, Paragon 360 is uniquely positioned to match every client's needs without compromise. The brand is equally well-known for its turn-key project delivery and unparalleled dedication to excellence, pledging every project to be On Time, On Target, and On Budget. For more information on the quality-driven expertise within Paragon 360 as well as its broad range of products and services, visit www.paragon360.com or call 417-823-7282.