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James Dismore, Chairman and CEO of Ultimate Support Systems, Inc. of Fort Collins, Colorado announced today that the company's Music Retail and Music OEM divisions have been sold to an investment group headed by Michael Belitz of Los Angeles, California.

"This announcement comes with mixed emotions," says Mr. Dismore, "however, I feel it is the right thing to do. Ultimate has been in business 29 years and I have served 17 years at the helm; it is not easy to walk away, but I feel it is time for a change both for the company and for myself." Ultimate Support Systems was founded in 1977 by Darrell Schoenig. Jim Dismore joined the company in 1989 as President and CEO. In 1994 Mr. Dismore became the principal owner of the company while retaining the role of President and CEO. In 2003 Ken Schrader became the President and COO of Ultimate Support.

Ultimate Support Systems has operated its Music, OEM, and Bike divisions on a worldwide basis, with distributors and dealers across the U.S., Europe, and Asia and manufacturing operations in Taiwan, Malaysia, China and Canada. Some of the 27 employees from the Ultimate Support's Fort Collins based headquarters will be employed by the new company in Fort Collins. Ultimate Support will continue to operate its Bike Division independent of the sale of the Music and OEM divisions.

Ultimate Support Systems has enjoyed a reputation in the music accessories market as an innovative leader, designing and selling high quality music stands for musicians of all capabilities. Ultimate Support's market leading products include the APEX single column performance keyboard stand, the Telelock speaker stand with the patented TeleLock collar, the Genesis guitar stands and most recently the V-Stand™ keyboard stand for professional musicians. Ultimate Support has also played a key market role in designing patented OEM electronic drum stands for the market leader. Ultimate Support products are sold worldwide and have enjoyed success across many segments of the music industry including recording and performing professionals and the church market.

Ultimate Support has always strived to operate in all its market relationships with the highest integrity and innovation, whether it was with partners, customers, or its local community of Fort Collins. "We've always enjoyed our position in the marketplace and the loyalty of our customers," says Dismore. "Our customers have always been our highest priority. Ultimate Support has taken great pride in providing our customers with the best quality and service; exceeding competitor's standards. I have always felt that a GOOD NAME is far more important than silver and gold. I would like to personally thank every customer who owns an Ultimate stand." Besides its music retail and OEM businesses, Ultimate Support has been actively involved in the community supporting new churches, schools and mission outreaches with free or reduced music stand equipment.

"I am hopeful that this philosophy and the reputation as a company of integrity will endure through the change in ownership. The new ownership understands the significance of brand equity, innovation and quality and the importance of building upon Ultimate Support's excellent product and service legacy."

Mike Belitz is the owner of Sonic Sales, an independent music manufacturer's representative group and of eBlitz Audio Labs, a distributor of Body Glove music cases. Sonic Sales has represented Ultimate Support products to dealers in Southern California and parts of Nevada and Arizona for the past five years.

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