

The Music Trades

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Measuring The Music INDUSTRY

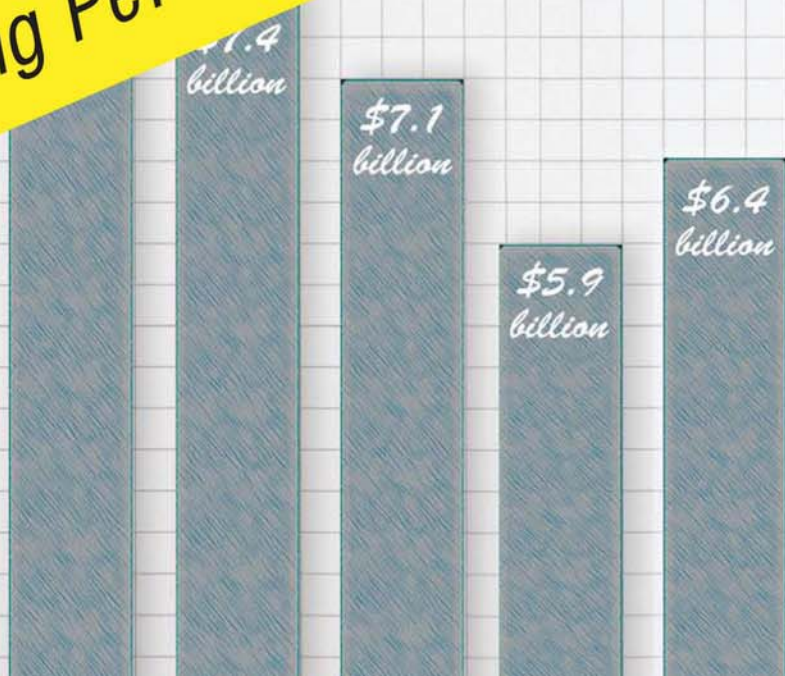
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The Music People
A Winning Performance For 2010



New Lines Propel Sales For The Music People

+28.0%



DrumFire, Hot Wires, On-Stage Gear, and On-Stage Stands products all delivered solid 2010 sales for The Music People.

BEST KNOWN FOR its highly respected On-Stage Stands line of instrument and music stands and accessories, top distributor The Music People has weathered the recession by broadening its product offerings and cultivating new business domestically and especially overseas. The company's newer brands made a significant positive impact, notably the DrumFire line, with its DK7500 drum set and various drum accessories, and the Hot Wires line's Perfect Pair powered speaker cables. Perennial bread-winner On-Stage Stands delivered with reliable performers including the GCA5000B hardshell acoustic guitar case. Meanwhile, The Music People now represents more than 150 pro audio lines, and that division continues to do well.

As success begets success, family-owned TMP's expanded purview has generated new business, particularly in foreign markets. "We represent so many product categories," explains Vice President John Hennessey, "we're able to solve the logistics problem of filling ocean containers with small accessories for our international dealers." Similarly for its domestic business The Music People is maximizing its dealers' freight efficiency by consolidating heavy shipments of stands with audio products. "Our pro audio business has grown with customers who are already purchasing our On-Stage Stands products,"

says Vice President Sharon Hennessey. "It's easy for them to realize freight savings when we add relatively lightweight microphones to a shipment of heavy stands."

To remain competitive, TMP continues to develop and refine its internal systems and processes. "In a business environment as challenging as this," says Sharon, "success demands being as efficient and accurate as possible."

Following its original mission, TMP continues to focus on top-value products and competitive pricing. And in product categories that can be perceived as commodities, its wares stand out with eye-catching full-color packaging that supplies useful information to help dealers and their customers.

Even before the market began to revive, The Music People was implementing plans for future growth. "For our dealers," says Sharon, "we'll continue to be a vital advocate on both pricing and developing the products they need. And with our new office in China coming online, we look forward to expanding our OEM capabilities for manufacturers and customers, domestic and international. "We're entering our 32nd year, and we're as energetic and focused as ever."

www.musicpeopleinc.com

2010 Ranking	Company	Estimated 2010 Revenues	Employee Count	Chief Executive
1	FENDER MUSICAL INSTRUMENTS	\$625,000,000	2,800	Larry Thomas
2	HARMAN PROFESSIONAL (Division of Harman International)	\$522,736,000	1,575	Dinesh C. Paliwal
3	YAMAHA CORPORATION OF AMERICA ¹	\$516,591,000	441	Takuya Nakata
4	SHURE INC.	\$425,000,000	2,375	Sandy LaMantia
5	STEINWAY MUSICAL INSTRUMENTS	\$318,000,000	1,680	Dana D. Messina
6	JAM INDUSTRIES ² (Includes American Music & Sound And U.S. Music)	\$285,000,000	455	Martin Golden
7	AVID AUDIO (Division of Avid Tech, Includes Digidesign, M-Audio, Sibelius)	\$282,669,000	515	Garry Greenfield
8	GIBSON GUITAR CORP.	\$275,000,000	2,775	Henry E. Juskiewicz
9	NUMARK INDUSTRIES (Includes Akai, Alesis, Ion)	\$235,000,000	292	John O'Donnell
10	PEAVEY ELECTRONICS CORP.	\$185,000,000	541	Hartley Peavey
11	HAL LEONARD CORPORATION	\$160,220,000	414	Keith Mardak
12	LOUD TECHNOLOGIES (Includes Mackie, Ampeg, EAW, Martin Audio)	\$155,000,000	468	Mark Graham
13	D'ADDARIO & COMPANY	\$141,000,000	1,025	James D'Addario
14	ROLAND CORPORATION, U.S. ¹	\$135,000,000	160	Chris Bristol
15	SENNHEISER ELECTRONIC CORP. ¹	\$118,000,000	120	John Falcone
16	QSC AUDIO	\$95,000,000	350	Joe Pham
17	MARTIN GUITAR COMPANY	\$87,250,000	772	Christian F. Martin IV
18	KORG USA ¹	\$84,000,000	97	Joe Castronovo
19	AXL MUSICAL INSTRUMENTS	\$82,000,000	1,680	Alan Liu
20	LINE 6	\$80,000,000	271	Mike Muench
21	SAMSON TECHNOLOGIES CORP.	\$79,000,000	130	Scott Goodman
22	ALFRED MUSIC PUBLISHING	\$69,000,000	175	Ron Manus
23	HOSHINO USA ¹	\$68,800,000	100	Bill Reim
24	FIRST ACT	\$68,000,000	223	Mark Izen
25	ERNIE BALL / MUSIC MAN	\$66,750,000	418	Sterling Ball
26	TAYLOR GUITAR	\$66,000,000	709	Kurt Listug
27	YORKVILLE SOUND ²	\$64,500,000	280	Steve Long
28	HERMES MUSIC	\$63,500,000	225	Alberto Kreimerman
29	CASIO, INC. ¹	\$62,600,000	180	Toshiharu Okimuro
30	AUDIO-TECHNICA ¹	\$59,000,000	120	Phil Cajka
31	KAWAI AMERICA CORPORATION ¹	\$52,100,000	38	Naoki Mori
32	AVEDIS ZILDJIAN COMPANY	\$51,850,000	135	Craigie Zildjian
33	THE RAPCOHORIZON COMPANY	\$51,250,000	500	Dale Williams
34	BEHRINGER U.S.A. ¹	\$51,000,000	10	Uli Behringer
35	TROPICAL MUSIC GROUP	\$48,000,000	23	Oscar Mederos
36	REMO INC.	\$47,500,000	154	Brock Kaericher
37	STANTON GROUP	\$47,000,000	85	Tim Dorwart
38	GODIN GUITAR COMPANY ²	\$44,500,000	385	Robert Godin
39	SF MARKETING ²	\$44,000,000	125	Sol Fleising
40	SKB CORPORATION	\$42,000,000	350	Dave Sanderson
41	Hohner Inc. ¹	\$41,000,000	43	Clay Edwards
42	KHS AMERICA ¹ (Includes Jupiter, Mapex, Altus, Walden, & Majestic)	\$38,250,000	60	Tabor Stamper
43	HANSER MUSIC GROUP	\$38,000,000	80	Jack Hanser
44	THE MUSIC PEOPLE	\$34,000,000	50	James Hennessey
45	TCIGROUP AMERICAS ¹	\$33,000,000	55	Anders Fauerskov
46	DUNLOP MANUFACTURING	\$32,500,000	242	James Dunlop
47	PAUL REED SMITH GUITARS	\$32,000,000	249	Paul Reed Smith
48	VIC FIRTH, INC.	\$31,695,000	135	Vic Firth
49	PRESONUS AUDIO ELECTRONICS	\$31,000,000	67	Jim Odom
50	SAMICK MUSIC CORP ¹	\$30,125,000	34	Baik Lee

You KNOW us as On-Stage Stands



A leading sales partner in OEM & Retail

Ready to boost your turn-over? The Music People, Inc., with our flagship On-Stage Stands brand, supplies retailers and OEM manufacturers with some of the best-selling products in the industry. Led by the high engineering standards of Founder and President Jim Hennessey, our products have propelled us up the Music Trades Sales Rankings year after year. Join our success! Profit from our 32 years of providing fresh and innovative stands & accessories. Call us today!



The Music People, Inc.
www.musicpeopleinc.com

On-Stage
GEAR

On-Stage
Sticks

DRUM POPS
Audio Spectrum™

HOT WIRES
HENNESSEY
GUITAR PARTS

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GUITAR PARTS



NEW PRODUCTS

We're Innovators in One-Stop Shopping

A lot to offer and more to come. Building on the success of our On-Stage Stands brand, we have rolled out new bags, cases, drum sets, cables, guitar parts and more every year, under brands like On-Stage Gear, DrumFire, and Hot Wires. Our 2010 selection was so diverse and had so much dealer profit potential, that the NAMM Best in Show Panel named us the Company to Watch... Well, don't just watch, share in our success! Call today!



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Sticks

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Consolidate, Simplify and Save!

You shouldn't be direct on everything regardless of your size. We are a distributor for 150+ pro audio brands that can be consolidated with On-Stage Stands orders for simplified purchasing and freight savings. You will also increase your turns and reduce your capital investment, since we don't hold you to quotas or minimum orders. Make our warehouse your warehouse. One point of contact takes care of everything, so you can tend to your customers instead of your suppliers. Call today!



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