



Based on the Inside Track™ 2012 independent dealer survey, Bryston has achieved outstanding results. Bryston was ranked in the top ten in 16 categories, the top five in 9 categories and ranked NUMBER ONE in 4 categories including Product Performance and Product Reliability. As the survey noted, "Bryston essentially owns first place for both Product Performance and Product Reliability in this group, having finished in the top spot nearly innumerable times. The truly amazing thing is that they keep beating their most formidable competitor - themselves!" Bryston finished with a #2 overall ranking amongst all surveyed brands, a mere 1/100th of a grade point behind #1 ranked Peachtree (to whom Bryston offers sincere congratulations).

BRYSTON OFFICIAL RANKINGS INSIDE TRACK YEAR 2012 SUPPLIER LOYALTY TEST Home Audio/Electronics Companies

Product Performance ranked #1

Product Reliability ranked #1

Technical Support ranked #1

Resolution of Service/Return/Repair Issues ranked #1

Ease of Doing Business ranked #3

Inventory Turns ranked #3

Obtainable Profit Margins ranked #5

Just-in-Time Delivery ranked #5

Quality of Sales Representatives ranked #5

Product Innovation ranked #5

Product Changes/Price Protection ranked #6

Distribution Policies that Support Specialists ranked #7

Specialist Oriented Business Programs ranked #7

Appropriate Assortment ranked #7

Brand name recognition: ranked #9

Dealer Training ranked #10



Note: Bryston finished in the top 10 (ranked #9) in Brand Recognition, which is amazing when you consider these factors:

- As the survey points out, most well known brands (mass market) have opted to go with broad distribution, which tends to make them highly visible but less of an asset for the specialist
- Bryston is competing with four mass market brands for this ranking, all occupying top 10 spots
- Bryston has earned their Brand Recognition ranking by building world class products for 50 years
- None of these other brands offer a 20 year warranty
- None of these other brands finished #1 in both Product Performance and Product Reliability

inside track

Supplier Loyalty Test is "an annual, independent, North American survey of consumer electronics specialist retailers and custom installers."