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**Audio-Technica Honors Mavric Incorporated with Its Samurai Award**

*Stow, OH, November 29, 2021* — [Audio-Technica](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html), a leading innovator in transducer technology for over 50 years, has recognized Mavric Incorporated with its Samurai Award for the 2020/2021 fiscal year, for representing Audio-Technica in the U.S. Southeast, covering Tennessee, North Carolina, South Carolina, Georgia, Mississippi and Alabama.

Audio-Technica held an online awards ceremony to honor its manufacturer’s representatives on November 1, 2021, on a dedicated Zoom conference. The A-T Samurai Award recipient was congratulated for outstanding sales performance and bestowed with Audio-Technica’s beloved Samurai doll, which has since been sent to Mavric’s corporate HQ. Mavric principal Pete Petty accepted the award, which was presented by Reid Peterson, Audio-Technica U.S. Director of Sales, Professional Markets.

Peterson said, “We are proud to honor Mavric with our Samurai Award. Mavric has emerged as a true industry leader, and Pete Petty and his solid team of David Barrett, Jerry Silhavy and Gabe Williams have distinguished themselves with strong sales and a high level of service and support in the Southeast. We are proud of their performance over the last year (which was a tough one for everyone), along with the relationships that they continue to foster and their expertise surrounding the A-T product line.”

For more information, please visit [www.audio-technica.com](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html).

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Photo file 1: AT\_SamuraiAward2021.JPG

Photo caption 1: Audio-Technica held an online awards ceremony to honor its manufacturer’s representatives on November 1, 2021, on a dedicated Zoom conference. Pictured L-R: Jeff Beck (Audio-Technica U.S. Territory Manager), Pete Petty (Mavric principal, on screen) and Reid Peterson (Audio-Technica U.S. Director of Sales, Professional Markets). Mavric Incorporated was the recipient of the Audio-Technica Samurai Award for the 2020/2021 fiscal year.

See more here:

* Audio-Technica Promotional [Video](http://youtu.be/NWNLAU3wr2Y): “Always Listening to the Music That Moves Us”
* Audio for Video Techniques [Videos](https://youtu.be/OJmmMC1KywE?list=PLSY8LG6gVbQSXUWAM_P-uAYL9rpnrk2in)
* Recording Techniques [Videos](http://www.youtube.com/playlist?list=PLSY8LG6gVbQQgAGM8rZYWR-rUOtAK3m4N)
* Drum Miking Techniques [Videos](http://www.youtube.com/playlist?list=PLSY8LG6gVbQSNUyvQWjnmizxojTciZXDw)
* [Press (audio-technica.com)](https://www.audio-technica.com/en-us/press/)

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Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry.

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.**com*](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html)