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## Control4 Expands Its Presence in Germany

*Begins Adding Sales Management and Technical Specialists and Planning for Technical Center in the Region*

SALT LAKE CITY--(BUSINESS WIRE)-- In a move to capitalize on the growth of the smart home category in Europe, and in Germany in particular, [Control4](#) Corporation (NASDAQ:CTRL), a leading global provider of home automation and control solutions, today announced a shift in its distribution model in Germany, now working directly with home automation integrators in that fast growing region. To support the initiative, the company is adding in-country staff to handle all Sales, Technical Support and Training activities. This development is in response to the strong growth potential in Germany and increasing inquiries from independent integration professionals wanting to become Control4 Authorized Dealers in the country.

"We are confident in and excited about the business landscape in Germany. The market opportunity for our solutions is supported by a very large, mobile-savvy and internet-connected population approximately 25% larger than the UK, producing a Gross Domestic Product approximately 44% larger," explained Martin Plaehn, Chairman and CEO of Control4. "We believe our direct presence in Germany will provide expert support for local Control4 dealers and yield better end-consumer satisfaction and faster adoption by new customers."

After making a similar change to the dealer-direct model in the UK in 2011, Control4 has facilitated and supported a growing number of authorized independent integrators, now more than 300 across that region, which have resulted in both average-dealer business growth and Control4's regional growth each year since.

German integrators who become Control4 Authorized Dealers are able to order products online in Euros directly from Control4 and, in most instances, to receive delivery within three business days. Authorized Dealers also have access to extensive libraries of product training materials, marketing collateral and tools, as well as regional technical support. Over the coming months, Control4 intends to offer a series of regional training programs across Germany for new integrators, and anticipates opening a Technical Training and Support Center in Germany by mid-summer 2015.

The news of Control4's commitment to a direct presence in Germany coincides with the 2015 Integrated Systems Europe (ISE) to be held on February 10-12<sup>th</sup> at the Amsterdam RAI. With new German integrators being authorized each week, those attending ISE 2015 are encouraged to visit the Control4 booth located at 10-N114 to learn more about Control4 solutions and meet the team dedicated to sales and support in Germany. **Additionally, Control4 announced that it will be hosting a reception for existing and prospective dealers at ISE on Wednesday, February 11<sup>th</sup> from 2:00 PM - 3:00 PM in Room D506.**

For more information, visit [www.control4.com](http://www.control4.com), or contact [Deutschland@control4.com](mailto:Deutschland@control4.com)

### About Control4

*[Control4](#) [NASDAQ:CTRL] is a leading provider of automation systems for homes and businesses, offering personalized control of lighting, music, video, temperature, security, communications and similar functionalities into a unified home automation solution that enhances the daily lives of its customers. Control4 unlocks the potential of connected devices, making entertainment systems easier to use, homes more comfortable and energy efficient, and families more secure. More than 75% of Control4's consumers have integrated two or more functionalities with Control4's solution, which is available through more than 3,000 custom integrators, retail outlets, and distributors in over 80 countries. By delivering insightfully simple control solutions that enhance the lives of individuals and families, Control4 is the automation platform of choice for consumers, major consumer electronics companies, hotels, and businesses around the world.*

### Forward Looking Statement

*This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Control4's possible future products and financial outlook. All statements other than statements of historical fact contained in this press release are forward-looking statements. These forward-looking statements are made as of the date they were first issued, and were based on the then-current expectations, estimates, forecasts, and projections, as well as the beliefs and assumptions of management. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Control4's control. Control4's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, risks detailed in Control4's most recent Annual Report on*

*Form 10-K and Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission, as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Control4's views as of the date of this press release. The company anticipates that subsequent events and developments may cause its views to change. Control4 has no intention and undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. These forward-looking statements should not be relied upon as representing Control4's views as of any date subsequent to the date of this press release.*

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