



THE GUITAMMER COMPANY INC.

...leaders in low frequency sound...

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For immediate release

GUITAMMER INTRODUCES PRODUCTS SPECIFICALLY DESIGNED FOR THE HOME THEATER AND MUSICIAN MARKETS

ButtKicker® LFE (low frequency effects) ideal for home theater – ButtKicker® Concert suited for Musicians

Booth #606 - Indianapolis Convention Center, IN (September 5, 2003) – The Guitammer Co., leaders in low frequency sound products, is debuting the new ButtKicker Concert and renamed ButtKicker LFE at the 2003 Custom Electronics Design Installation (CEDIA) Trade Show. Both products are available for shipment immediately.

ButtKicker LFE

The only tactile transducer designed specifically to take advantage of the .1 and LFE channels, the ButtKicker® LFE features extended low frequency response for powerful bass response and special effects.

Product highlights include:

- 4 ohm impedance
- 5 – 200 Hz frequency response with more power in the 5 – 25 Hz range
- ButtKicker Power Amplifier can power up to four (4) LFE units
- Ideal for home theater and permanent installations such as theaters, attractions and nightclubs
- Previously named “ButtKicker 2”

ButtKicker Concert

Designed specifically for musician monitoring, stage and studio use, the ButtKicker® Concert has more power in the 40 – 80 Hz range than the ButtKicker® LFE.

Product highlights include:

- 2 ohm impedance
- 5 – 200 Hz frequency response with more power in the 40 – 80 Hz range
- Two channel amplifiers can power two (2) ButtKicker Concert units independently
- Ideal for musician monitoring, stage and studio use

About The Guitammer Company

Located in Westerville, Ohio, The Guitammer Company is the leader in low frequency sound products for the home theater, ProSound, music, amusement and theater industries. The ButtKicker® Shaker is used by industry leaders such as Walt Disney, IMAX, Universal Studios, Warner Bros., Creed, Pink, The Who in addition to home theater professionals and enthusiasts in more than 25 countries. For more information visit www.thebutt kicker.com. ButtKicker® is a registered trademark of The Guitammer Company.

—THE GUITAMMER COMPANY—

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