



THE GUITAMMER COMPANY INC.

...leaders in low frequency sound...



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For immediate release

BUTTKICKER GOES CONSUMER!

New Product Offerings target mainstream home theater, musician and car audio markets

Booth #16040D, Las Vegas Convention Center, NV (January 8, 2004) and Booth #1670, Hall E, Anaheim Convention Center, CA – The Guitammer Company's award-winning ButtKicker low frequency audio products will again be featured at the Consumer Electronics Show (CES) in Las Vegas NV, Jan. 8 – 11, and the 2004 National Association of Music Merchandisers Show (NAMM) in Anaheim CA, Jan. 15 - 18.

The ButtKicker will be presented at three locations at CES:

Sound room #16040D in the South Hall. On display will be the new "single package" ButtKicker LFE containing an amplifier, ButtKicker and all necessary cables and wires to facilitate hooking up to home theater systems, a simplified couch mounting accessory and a **new wireless RF solution.**

NextGen 04 Demonstration Home, outside in the Silver Parking Lot. The ButtKicker is featured in the Home Theater, and in the Multimedia Demonstration room with Microsoft's XBOX®. After CES, the NextGen 04 Home will remain at the Convention Center and become part of the International Builders' Show, January 19 – 22.

Visteon's booth, outside in the Silver Parking Lot next to the Next Gen 04 Home. Newly released under the name "Bass Sensation", Visteon is debuting ButtKicker technology for the car audio aftermarket. Two demonstration vehicles equipped with the Bass Sensation are on display.

At Winter NAMM, Hall E, Booth 1670, Anaheim Convention Center. The **new and affordably priced ButtKicker Concert will be demonstrated.** Several other musical instrument manufacturers, including Pinteck electronic drums will be displaying the ButtKicker. Concert is ideal for bass players, drummers, DJ's and any other musician as part of their monitoring system. Also on display will be the new Bass Station Platform, designed to make the ButtKicker easier, portable and more affordable.

Currently, over 80 top performing groups are using ButtKickers for stage monitoring including Shania Twain and Marvin "Smitty" Smith of the Tonight Show Band.

The ButtKicker can also be experienced in select IMAX theaters, Disney venues including Mission: Space in Orlando, and in thousands of home theaters, dance floors and specialty venues, worldwide.

ButtKicker products are now available at Best Buy, Guitar Center, Sam Ash, Musician's Friend and are slated to be carried by the other consumer electronics mass merchants in 2004. Please visit our web site for further info at www.thebuttkicker.com.

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.thebuttkicker.com. ButtKicker® is a registered trademark of The Guitammer Company.

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