



THE GUITAMMER COMPANY INC.

*...leaders in low frequency sound...*

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**For immediate release**

## **BUTTKICKER<sup>®</sup> MAKES *BIG* IMPACT ON ENTERTAINMENT INDUSTRIES**

*Unique new invention allows consumers and musicians to FEEL the sound of music, movies, computer games and more!*

**Westerville, Ohio (August, 2002) - The ButtKicker<sup>®</sup>**, the award winning tactile audio transducer, is making a big impact on the entertainment industry. Originally designed as a monitoring device for musicians, the ButtKicker continues to gain widespread acceptance from world class musicians and sound engineers. According to Ken McCaw, Founder and Director of Product Development for The Guitammer Co., over 30 of this year's top touring bands including Creed, Pink, The Who, Creed, Tower of Power and Rod Stewart, are using the ButtKicker for stage monitoring.

The patented ButtKicker produces a powerful and musically accurate "shaking" sensation that greatly enhances sound reproduction. The ButtKicker enables the user to "feel" low frequency (bass) without having to turn the volume up or use massive subwoofers. It is ideal for music, movies and special effects.

Winner of the prestigious 2002 Consumer Electronics Show "Innovations Award", the ButtKicker has fast become the choice of custom home theater dealers and enthusiasts. It is used in theaters, amusement parks, nightclubs and special effects attractions around the world by entertainment companies such as Disney, IMAX, Hershey Parks and Universal Studios.

In May 2002 at the Electronic Entertainment Expo (E3) in Los Angeles, the company announced that a smaller version of the ButtKicker was slated for availability late in the 4<sup>th</sup> quarter of 2002. Designed specifically for the computer gaming market, the "ButtKicker 3 - Personal Seat Shaker" takes advantage of today's digital sound cards and multi-speaker systems to make the PC gaming experience more realistic and intense than its ever been.

### ***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<sup>®</sup> Shaker is used by industry leaders such as Walt Disney, 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](http://www.thebuttkicker.com). ButtKicker<sup>®</sup> is a registered trademark of The Guitammer Company.*

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