

FOR IMMEDIATE RELEASE

IK Multimedia forms strategic alliance with Ampeg®
*with the purpose of developing the next generation of
bass recording solutions*

January 2005, Modena, Italy - Winter NAMM 2005. IK Multimedia, leader in amp-modelling plug-in technology, and Ampeg®, the brand that made bass amp history, formed an alliance to bring the power and sound of Ampeg®'s legendary bass amps to the world of cutting-edge music software.

The first product of the landmark development cooperation between Ampeg® and IK Multimedia, is the upcoming Ampeg® SVX. Ampeg® SVX is the ultimate virtual studio solution for bass amp modeling and effects. Ampeg® SVX utilizes the software amp modeling technology of IK Multimedia's award-winning AmpliTube® plug-in to reproduce the musicality and 'true-to-life' behavior of its real vintage and state-of-the-art hardware counterparts.

Enrico Iori, President and CEO of IK Multimedia said, "Ampeg® have set the standard for making first-class bass amp models that have become legendary among bass players over the decades. We are thrilled at the opportunity to bring some of the most sought-after bass sounds to the computer-based musician, applying our unparalleled experience in software amp emulation."

"We chose IK Multimedia to partner with because they get it. The sonic output and sound quality from their current lineup of products is top notch, their interfaces are elegant and extremely user friendly, and they build the right feature set into their products because they obviously focus on the musician. We partnered with them because IK Multimedia shares our vision for creating the highest quality and valued products in the music industry." Said Brandon Foster, Director of Marketing at St Luis Music, Inc. Ampeg®'s parent company.

About St. Louis Music, Inc

St. Louis Music's Mission is to be a worldwide music products industry leader in the development, production, distribution, and marketing of quality instruments, equipment, accessories, and related services that satisfy the needs of music makers.

In 1986, St. Louis Music, Inc purchased Ampeg® and continues the tradition of making quality, musician-satisfying products.

PRESS RELEASE



www.ikmultimedia.com
www.ameg.com

A handwritten signature in black ink, appearing to read "Jeni Karlieva", written in a cursive style.

Jeni Karlieva
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About IK Multimedia:

IK Multimedia, is a music software company directly operating in four countries, founded in 1996 for the purpose of developing software designed to enable people to listen, play and produce music using revolutionary new digital instruments which are powerful and easy to use. AmpliTube®, T-Racks®, GrooveMaker®, SampleTank®, Philharmonik™, Sonik Synth™ and Studiophonik™ are registered trademarks property of IK Multimedia Production srl. All other trademarks are property of their respective owners.