

**FOR IMMEDIATE RELEASE**

**IK Software Now Bundled with Mackie's Audio Interfaces and Tracktion Sequencer!**

*The Addition of IK Software to Mackie Products gives users more music-making power right out of the box!*

**April 2005, Modena, Italy – Musik Messe 2005.** Launching on April 10<sup>th</sup> 2005, IK Multimedia's award-winning software, SampleTank® 2 SE and AmpliTube® LE, will be bundled with Mackie's Tracktion™ software as well as Mackie's highly acclaimed audio hardware interfaces! IK Multimedia, the innovator of state-of-the-art music software, teams up with Mackie, the brand celebrated for high-quality professional audio systems, to bring users a compelling combination of music-making tools with incredible value.

*"The new partnership will deliver bundled products that will set new standards in quality, versatility and affordability for the growing virtual studio market."* Enrico Iori, CEO of IK Multimedia

*"One of the main reasons we are partnering with IK Multimedia is that AmpliTube®'s sound and outstanding user interface tie into Tracktion™'s 'simpler is better' paradigm. Similarly, SampleTank®'s extensive sound library and simplicity complement our product's focus on making great music rather than learning new software."*

*"LOUD's partnership with IK has expanded with our recent acquisition of St. Louis Music. IK's release of our Ampeg® SVX amplifier modeler and our bundling of AmpliTube® LE and SampleTank® with Tracktion 2.0 strengthens LOUD's commitment to the desktop recording market."* Tony Rodrigues, Business Development Manager at Mackie Design.

SampleTank® 2 is the most diverse sound workstation plug-in for any DAW. It comes with a wide range of powerful effects and editing features inside as well as a diverse sound set for complete compositions to be made right out of the box.

AmpliTube® has revolutionized the way musicians record guitar tracks in the studio. Being available on every platform and having such high versatility has made AmpliTube® a staple in every studio for all kinds of musicians and producers.

Tracktion™ is being hailed as the easiest-to-use professional recording and MIDI production software in the world. Tracktion™ is a radical new type of music production software - giving you a clean, intuitive, and clutter-free interface without losing the features you find in more expensive software.

Registered IK users of the bundled versions with Mackie are eligible for discounted upgrades from IK to the full versions of the IK Multimedia software.

For More Information please visit:

[www.ikmultimedia.com](http://www.ikmultimedia.com)

[www.amplitube.com](http://www.amplitube.com)

[www.sampletank.com](http://www.sampletank.com)

[www.mackie.com](http://www.mackie.com)

[www.tracktion.com](http://www.tracktion.com)



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Marketing Coordinator

**IK Multimedia. Musicians First.**

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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®, Sonik Synth™, Philharmonik™ are trademarks or registered trademarks property of IK Multimedia Production srl. All other trademarks are property of their respective owners.*

*About Mackie:*

*Mackie, a LOUD Technologies Inc. brand, is known worldwide as a leading developer and marketer of high-quality, affordable professional audio systems. Mackie products can be found in professional and project recording studios, video and broadcast suites, post production facilities, sound reinforcement applications including churches and nightclubs, retail locations and on major musical tours.*