



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

IK Multimedia 15th Anniversary Promotion

Celebrating 15 Years of Music Innovation with Special Deals and Giveaways All Summer Long

June 2011, Modena, Italy – IK Multimedia is proud to announce our 15th Anniversary Promotion. To celebrate this milestone, IK Multimedia is bringing you some amazing deals and giveaways from June 15 to September 15, 2011 as we celebrate this history of hard work and success with an unprecedented series of prizes and promotions.



15 FREE JamPoints™ to every Registered IK User

JamPoints are IK's loyalty rewards system and are like \$/€ that IK Users earn with every purchase to redeem as a discount on future purchases. During our 15 Year Anniversary Celebration, **every registered IK user will receive a minimum of 15 FREE JamPoints*** as a gift from IK to be used in our online shop. And for those

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that are not IK users yet, they can simply download and register any of our FREE products such as our new AmpliTube 3 Custom Shop FREE or any of our FREE iOS apps to be welcomed into the family with 15 JamPoints to be used on their first IK purchase.

** 15 gift JamPoints to users registering from territories administered by IK Italy, which uses Euro as its currency. 20 gift JamPoints to American users from territories administered by IK US, which uses USD as its currency.*

15 IK users get \$15,000 worth of prizes

We have teamed up with our world-renowned partners – Avid®, Fender™, Yamaha®, Steinberg®, Audyssey™, Seymour Duncan™, Jet City Amplification™, Sonoma Wire Works™, T-Rex®, and Sonic Reality™ – to **award 15 of our registered users with a total of \$15,000 worth of hardware and software prizes!** If you are not yet an IK registered user, simply download and register any of our FREE products such as our new AmpliTube 3 Custom Shop FREE or any of our FREE iOS apps.

15 Year Anniversary Group Buy!

- Buy any qualifying IK product** and get another one of equal or lesser value FREE.
- Get 2 FREE products when 5,000 users participate, 3 FREE products at 10,000 users, etc

*** T-RackS 3 singles, AmpliTube Custom Shop Gear Credits, 3rd party software products, books, merchandising, iOS accessories and apps excluded. Free products can only be downloadable software – not shippable products.*

15 % Discount on the entire IK Range

To kick-start the Group Buy, **we are also offering a 15% discount - using promo code 15YEARS** when you buy from our online shop.

15 Year Anniversary Surprises!

That's not all! During the Celebration, we will also announce some other surprise promotions, so stay tuned to our web site, forums, Facebook, Twitter, YouTube and SoundCloud social networks for more to come during the IK Multimedia 15 Year Anniversary – Celebrating 15 Years of Musical Innovation.

Anniversary greetings from just some of our valued partners:

"Fifteen years ago, I saw a demo from IK Multimedia and knew that this small company 'got it' when it came to delivering innovative and fun tools for music creation. Now, I walk out of any music retailer remembering that IK was there. Your instruments, effects and tools are making a large and growing impact every day and I have no doubt that for IK, the next 15 years will eclipse the first."

- Ed Gray, Director of Partnering Programs, Avid

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"Congrats to our friends at IK Multimedia on your 15th Anniversary. We at Fender are proud of our association with the company, and the amplifier modeling products that we have collaborated on. We wish you many years of continued success."

- Shane Nicholas, Senior Product Manager, Fender Guitar Amplifiers

"All of us at Seymour Duncan™ are excited to join IK Multimedia in celebrating their 15 years of providing musicians with top notch software and hardware products. I can't believe it's been 15 years – and for a technology company! That's like 150 years for a traditional company. Congratulazioni!"

- Evan Skopp, VP Business Development & AR, Seymour Duncan

"IK Multimedia is one of the most innovative technology companies in the music industry and we have been happy to partner with them to add IK Multimedia software to Yamaha hardware for special promotions and bundles."

- Athan Billias, Director of Marketing / Yamaha Pro Audio and Combo Division

"Sharing a passion for quality and innovation, IK Multimedia and Steinberg have long been strong partners in the VST world, and we look forward to working together for another 15 years!"

- Alan Macpherson, Director of Marketing, Steinberg North America / Yamaha Corporation of America

"At Audyssey, we always look to partner with companies that are best in class. The opportunity to work with the team at IK and to bring the ARC System to musicians of all kinds really shows how technology and vision can make for a great product. Our congratulations goes out to them on their music technology achievements and on their 15th year anniversary."

- Robb Mason, Vice President of Marketing, Audyssey Laboratories™, Inc.

"IK's AmpliTube products are great-sounding guitar amp and effects plug-ins that have enhanced the RiffWorks™ recording software user experience for more than 5 years."

- Michelle Wright, Vice President of Marketing, Sonoma Wire Works

"On behalf of Jet City Amplification, I'd like to congratulate our friends at IK Multimedia on their continued success on the music technology front. We at Jet City look forward to seeing what other great innovations IK has in store for all types of musicians around the globe."

- Doug White, Marketing & Product Development Manager, Jet City Amplification

"It has been a pleasure to work with IK Multimedia. I am eager see more T-Rex pedals in AmpliTube. Well done."

- Steen Meldgaard, Managing Director, T-Rex Effects

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"IK Multimedia is one of the most innovative companies in the industry and Sonic Reality has been privileged to be a strategic partner since the early days of IK."

- Dave Kerzner, CEO, Sonic Reality

For more information and demos, please visit: www.ikmultimedia.com/15

Warm regards,

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IK Multimedia. Musicians First.

About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With over one million installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers or mobile devices. AmpliTube® is a registered trademark property of IK Multimedia Production Srl. ARC System™ and JamPoints™ are trademark property of IK Multimedia Production Srl. All other product names and images, trademarks and artists names are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia. FENDER™ is a trademark of Fender Musical Instruments Corporation. YAMAHA® is a registered trademark of Yamaha Corporation. Steinberg® is a registered trademark of Steinberg Media Technologies GmbH, Germany, a subsidiary of Yamaha Corporation. Avid® is a registered trademark of Avid Technology, Inc. Audyssey™ is a trademark property of Audyssey Laboratories™ Inc. JET CITY AMPLIFICATION 333® is a registered trademark property of 333 Enterprises Incorporated DBA Jet City Amplification Corporation. SEYMOUR DUNCAN® is a registered trademark of Carter Duncan Corporation. T-REX ENGINEERING® is a registered trademark property of T-Rex Engineering ApS Corporation. Sonoma Wire Works™ and Riffworks™ are trademarks of Sonoma Wire Works. Sonic Reality™ is trademark property of Sonic Reality.