



IK Multimedia Production Srl

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

FOR IMMEDIATE RELEASE

IK Multimedia Announces "AmpliTube Power Group" Promotion

Buy one "Powered by AmpliTube" product and get one free, plus get another one free when 2,000 users participate

September 2009, Modena, Italy – IK Multimedia is proud to announce the launch of the **"AmpliTube Power Group"** Promotion: from September 1st through October 31st, 2009, by purchasing one "Powered by AmpliTube" software or hardware product, you can get another "Powered by AmpliTube" software of your choice FREE immediately as a download from IK. And if 2,000 customers participate, everybody will get an additional "Powered by AmpliTube" software product for FREE. That's three products for the price of one!



How does the "AmpliTube Power Group" promotion work?

That's easy! The more people participating in the promotion means more benefit for you! You simply need to register your eligible "Powered by AmpliTube" product within the promotional period and you will be able to immediately choose your first free product as a download from your IK User Area. Then, simply help spread the word and follow the real-time counter that we have on the promotional page here:

www.ikmultimedia.com/powergroup

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

As soon as 2,000 users will have registered their eligible products, we will make a second free product available for everybody to be chosen from their IK User Area!

Here are the steps and the eligible products in details:

1 - Purchase and register one of these products from IK Multimedia or your favorite Music Retailer:

- * StealthPedal
- * StealthPedal Deluxe
- * AmpliTube 2
- * AmpliTube 2 Crossgrade
- * AmpliTube Fender®
- * Ampeg® SVX
- * AmpliTube Jimi Hendrix™
- * AmpliTube Metal

2 - Register your product, and then choose one of these FREE for immediate download from your IK User Area:

- * AmpliTube 2 Crossgrade
- * Ampeg® SVX
- * AmpliTube Jimi Hendrix™
- * AmpliTube Metal

3 - If 2,000 users participate, then everybody will be able to choose another of these totally FREE!

- * AmpliTube 2 Crossgrade
- * Ampeg® SVX
- * AmpliTube Jimi Hendrix™
- * AmpliTube Metal

You'll receive up to \$689/€500 of hardware or software for as low as \$199.99/€169.99 street price! A staggering 72% discount off of these amazing tone machines. Now you can build the ultimate rig of your dreams with the best guitar and bass software and interface products in the industry!

Now YOU can make a difference in what you can get from this AmpliTube Power Group promotion from IK!

Please note: Promotion valid from 1st of September 2009 until 31st of October 2009. Date of registration is decisive - The purchased software must be registered between 1st of September 2009 through 31st of October 2009. All prices listed exclude taxes. "Powered by AmpliTube" software that have been purchased as part of the Total Guitar & Bass Gear Bundle, Total Studio 2 Bundle or StompIO do not qualify for this promotion. StealthPedal/StealthPedal Deluxe count as one product for the purpose of promotional claims. AmpliTube Fender® will be available as a free download for StealthPedal Deluxe users in case the 3x1 goal is reached.

For more information and real-time counter of the promotion participants, please visit:
www.ikmultimedia.com/powergroup

**IK Multimedia Production Srl**

Via dell'Industria, 46 - 41100 Modena - Italy

Phone: +39-059-285496 | Fax: +39-059-2861671

Warm regards,**Starr Ackerman**starr.ackerman@ikmultimedia.com

N/C/S American PR Manager

Tiia Hassinentiia.hassinen@ikmultimedia.com

Europe and International PR Manager

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, StealthPedal and SVX™ are registered trademarks, property of IK Multimedia Production. Ampeg® is a registered trademark of LOUD Technologies Inc. used under license. Jimi Hendrix™ name used under license of Authentic Hendrix, LLC. © TM AUTHENTIC HENDRIX, LLC. FENDER™, STRATOCASTER™, and the distinctive headstock and body designs commonly found on the STRATOCASTER guitar, and all FENDER amplifiers, logos, and trade dress are the trademarks of FMIC and used herein under license. All rights reserved. All other product names and trademarks are the property of their respective owners, which are in no way associated or affiliated with IK Multimedia.