



COMPANY PRODUCT LIST

The Optek Music Systems line-up of Fretlight guitars includes five unique electric guitar models and one acoustic model in a variety of colors and price ranges. Whether you are a beginner in need of an entry-level guitar or an advanced level player desiring the sound of your dreams, Fretlight has something for everyone. All guitars come with a 10 ft. Fretlight guitar-to-USB cable, software install disc with FREE Fretlight Studio software, FREE video lessons (over two hours of instruction) and a FREE Hal Leonard Fretlight Ready Lennon & McCartney Play-Along Instructional Video - everything you see the teacher play lights instantly on your Fretlight Guitar!

FRETLIGHT[®]
GUITAR

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com

FRETLIGHT[®] GUITAR

GUITARS



FG-507 ACOUSTIC

MSRP: \$299.99

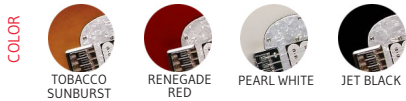
The NEW FG-507 Fretlight Acoustic! A full size, tonally balanced, acoustic guitar that looks and feels great.



FG-511 STANDARD ELECTRIC

MSRP: \$399.99

This entry-level electric guitar has a nice compact body, one screaming humbucker, on-board tuner and one volume control.



FG-521 TRADITIONAL ELECTRIC

MSRP: \$499.99

This guitar has a classic look, sleek contours and rocks with the best of them. (Left handed model available)



FG-531 VINTAGE ELECTRIC

MSRP: \$599.99

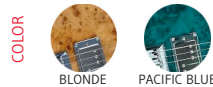
The special edition FG-531 Vintage Electric looks and plays great with its swamp ash body and vintage tone.



FG-541 CLASSIC ELECTRIC

MSRP: \$699.99

This classic guitar rocks with a two P-90 pickups and a tremolo bridge.



FG-561 PRO ELECTRIC

MSRP: \$899.99

The FG-561's Fralin P-92 pickups will give you studio and stage tone that you are looking for.

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FRETLIGHT® GUITAR

ACCESSORIES



ORANGE CRUSH PIX CR20LDX

MSRP: \$179.99

The Orange Crush PIX CR20LDX is part of Orange's Crush PIX lineup.



ORANGE CRUSH PIX CR35DLX

MSRP: \$249.99

The Orange Crush PIX CR35DLX is part of Orange's Crush PIX lineup.



FRETLIGHT DUAL FOOTSWITCH

MSRP: \$24.99

Add hands free functionality to Fretlight Ready Software.



GATOR HARDSHELL CASE

MSRP: \$99.99

A Gator Case Deluxe ABS Guitar Case for your Fretlight FG-511, FG-521, FG-531, or FG-561 guitar.



THE FRETLIGHT GIG BAG

MSRP: \$59.99

The Fretlight Gig Bag is what a gig bag should be. It fits the guitar snugly, has great padding, and additional pockets.



FRETLIGHT ACOUSTIC GIG BAG

MSRP: \$69.99

The NEW Fretlight Acoustic Gig Bag is custom designed to fits the Fretlight Acoustic FG-507 guitar like a glove, has thick padding, and additional pockets for all your accessories.

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ACCESSORIES



PLANET WAVES DUAL ACTION CAPO MSRP: \$19.99

All the quick and easy features you want, none of the tuning and buzzing hassles you don't.



VOX HEADPHONE AMP AC30 MSRP: \$36.99

This handy headphone guitar amp plugs directly into your guitar. Use it with any of pair of headphones. Enjoy serious guitar sound anywhere, anytime...



PLANET WAVES LOCKING GUITAR STRAP MSRP: \$19.99

A high quality locking strap.



SHELBY DESIGNS CUSTOM PICKUP MSRP: \$99.99

The high output Shelby Designs™ retrofit Alnico II Pickup assembly + N-Tune. Have these hot pickups installed on any right handed FG-421 guitar. Available in black and white.



PLANET WAVES SOFT GARMENT LEATHER GUITAR STRAP
MSRP: \$37.99

Planet Waves Soft Garment Leather Guitar Strap (More colors available)

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FRETLIGHT® GUITAR

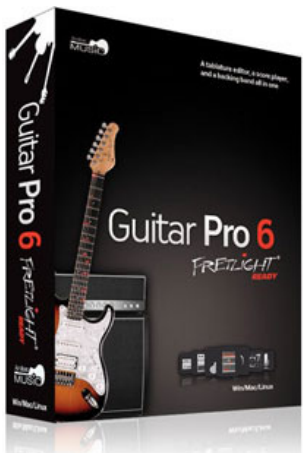
SOFTWARE



FRETLIGHT STUDIO FOR PC AND MAC

All Fretlight guitars now come with the FREE Fretlight Studio software allowing you to pursue endless guitar learning and fun. The Fretlight Studio allows you access to everything that you want to do with your Fretlight guitar from one handy screen. You can learn chords and scales, play songs, take video lessons, or learn to improvise a solo!

No more guesswork as to where to put your fingers... No more frustration of spending hours to play a simple riff... With the Fretlight built in LED learning system, you can get started in minutes!



GUITAR PRO 6 FRETLIGHT READY™

MSRP: \$99.99

Guitar Pro 6 is software designed to create, edit and play tablature for guitar, bass, and other fretted instruments. It has a ton of features such as loop, play, slow down tempo, etc. The Fretlight Ready™ version now lets you see those fingering positions light-up right on the Fretlight fingerboard. Learning a riff or song is now a snap - it's really the best of both worlds.

Best of all you can download thousands of user-created songs from many tablature websites and watch them all light-up your Fretlight guitar. Oh – you can even light the bass, keyboard and vocal parts on your Fretlight guitar.

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www.fretlight.com



FRETLIGHT[®] GUITAR

FOR IMMEDIATE RELEASE

For the Beginner, Part-Timer or Pro, Fretlight Guitar Lights the Best Way Forward

*"World's Easiest Guitar to Play" Speeds Learning
Process 10 Times Faster than Traditional Method*

(RENO) – The Fretlight Guitar, like so many breakthrough innovations, was born out of a remarkably simple idea to provide a practical solution to a long-standing problem: the difficult and often frustrating process of learning to play guitar. Industry statistics show that 80 percent of people who start to play the guitar give up within 90 days of starting. Even for accomplished players, hitting a plateau is not uncommon. Methods for learning the guitar, whether for beginners or advanced players, have changed little since the 1950s.

The eureka moment for Rusty Shaffer, an avid guitar player and mechanical engineer, came when he envisioned a guitar that would speed the learning process by lighting up chords and scales right on the fretboard, showing the player where to place his fingers. "For me and for most players, going back and forth from chord and scale books to the guitar was slow and agonizing," Shaffer recalls. "I kept thinking, why can't this information be put where I really need it – right under my fingertips?" In 1987, Shaffer invented the Fretlight Guitar, forever transforming the experience of learning to play.

To develop and market the Fretlight Guitar, Shaffer founded Optek Music Systems, Inc. As new technologies emerged, Shaffer upgraded the electronic components and craftsmanship required to manufacture high-quality guitars with embedded LED lights that show the fingering positions for chords, scales, songs, riffs and even tablature.

During the early years for the Fretlight Guitar, Shaffer found that within the music industry, particularly among the iconic, old guard manufacturers, there was little excitement about an innovative guitar that incorporated new technologies. Such modifications were seen as scary, and unnecessary. Retailers were hesitant to rock the boat, presenting Optek with distribution challenges. Shaffer, however, utilized online sales channels to generate awareness of the unique nature of the Fretlight Learning System, and the Fretlight Guitar quickly developed a devoted following.

With the advancement of interactive digital technology, the potential for the Fretlight Guitar took a giant step forward. By connecting through a PC and Mac, the new Fretlight used a combination of software and video instruction to dramatically simplify the process and accelerate the learning curve up to 10 times faster than ever before possible. The video lessons could be slowed down and looped so fingerings could be practiced at a comfortable pace, building instant muscle memory, retention and confidence.

By 2004, using new, cutting-edge technologies, engineering and manufacturing methods, the Fretlight Guitar and learning system had evolved into the revolutionary and disruptive innovation that Shaffer had envisioned. Shaffer re-launched Optek Music Systems in Windham, N.H. that year while working full time as an intellectual property attorney. In 2010, after relocating to Reno, Nev., Optek was recapitalized and soon introduced a complete new line of premium electric and acoustic Fretlight Guitars.

With the tenacity of an entrepreneur and the power of a dream, Shaffer's determination paid off. In 2011, Guitar World magazine bestowed its prestigious Gold Award to the Fretlight Guitar, proclaiming that "using a Fretlight Guitar with Fretlight Ready Guitar Pro 6 software is easily the fastest and most effective way to learn how to play songs and expand your scale and chord vocabulary." Today, Fretlight Guitars are sold nationwide through select music specialty retailers known as

FRETLIGHT[®] GUITAR

FOR IMMEDIATE RELEASE (CONT.)

"Fretlight Showrooms," and available online at Fretlight.com.

Fretlight is changing the way beginners learn to play, bringing former players back to the guitar, and allowing advanced players to audition new scales and improvise new solos. The Fretlight Guitar lets players concentrate on the neck of the guitar, eliminating the back and forth routine from traditional books and diagrams, enabling players of all levels to improve faster while having more fun in the process.

Each Fretlight guitar comes complete with free Fretlight Studio Software, Beginner 101 and 102 interactive video lessons, plus the Hal Leonard Fretlight Ready Lennon & McCartney play-along video. Thousands of tabs can be downloaded from the internet and learned on the Fretlight Guitar using the optional Guitar Pro 6 Fretlight Ready software. Videos are also available featuring songs by Stevie Ray Vaughan, David Gilmour, Eric Clapton, Bob Seger, Nirvana, Jimi Hendrix and many other guitar heroes. Fretlight provides live chat, product support and online customer service for players at all skill levels.

Fretlight Guitars, including the complete learning system, start at \$299.99 for the FG 507 Fretlight acoustic. The FG-500 series includes five electric models: Standard, Traditional, Vintage, Classic and Pro, ranging in price from \$399.99 to \$899.99.

About Optek Music Systems, Inc.

Based in Reno, Nev., Optek Music Systems is the manufacturer and distributor of the groundbreaking Fretlight Guitar and learning system. Invented in 1987 by Optek founder and CEO Rusty Shaffer, the Fretlight Guitar has changed the way the world learns to play by combining advanced digital and LED technologies within the timeless form and function of classic electric and acoustic guitars. Fretlight Guitars can be purchased at select retailers or online at www.fretlight.com.

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www.fretlight.com

FRETLIGHT[®] GUITAR

BIO: RUSTY SHAFFER



OPTEK MUSIC SYSTEMS FOUNDER AND FRETLIGHT INVENTOR

Rusty Shaffer, an avid guitar player, pilot and mechanical engineer, invented the Fretlight guitar in 1987, forever transforming the process of learning to play guitar.

To develop and market the Fretlight, Shaffer founded Optek Music Systems, Inc. in 1988.

Shaffer is a self-taught musician who has played both guitar and piano for over 20 years. He regularly writes and records his music and successfully released a CD on an independent label. He co-wrote a jingle for Dell Corporation with the members of the Grammy-winning band America, and has performed with them both on stage and in the studio.

Prior to founding Optek Music Systems, he held an engineering position at United Technologies, Inc., in which he specialized in composite moldings and laminates.

Shaffer holds a bachelor's degree in Mechanical Engineering and Economics from the University of Connecticut and received his J.D. from Northeastern University School of Law in Boston, Mass. He is currently admitted to practice law in the Commonwealth of Massachusetts.

In 1981, prior to attending the University of Connecticut, Shaffer received a Congressional appointment to the United States Air Force Academy. He is a certified flight instructor and commercial pilot and has taught flight instruction for more than 20 years. He has four children and lives in Reno, Nev.

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FRETLIGHT[®] GUITAR

FRETLIGHT QUICK FACTS

- Fretlight Guitars are premium acoustic and electric guitars that include the world's only built-in LED learning system. Fingering positions for chords, scales, songs and riffs light up where players need the information most, right under their fingers.
- Fretlight represents the most significant breakthrough innovation to advance the process of learning to play guitar, the methods for which have not changed since the 1950s. The Fretlight is the world's easiest guitar to play, enabling players of all levels to get there faster while having more fun in the process.
- The Fretlight Guitar and learning system uses interactive instruction and video lessons to enable guitar players at every level to learn up to 10 times faster than ever before possible.
- Statistics show that 80 percent of people who start to play guitar eventually give it up because of the slow, difficult and often frustrating process of learning to play – the Fretlight Guitar breaks down these difficult barriers and allows players to see positive results faster with a more enjoyable journey.
- The Fretlight Guitar enables players to concentrate on the neck of the guitar, eliminating the back and forth routine from traditional books and diagrams.
- The Fretlight Guitar truly has something for every level of player. Ideal for beginners wanting to play their favorite riff fast, to advanced players looking to audition new scales and improvise new solos.
- Optek Music Systems, Inc. of Reno, Nev. is the exclusive manufacturer of Fretlight guitars. Optek founder Rusty Shaffer, a mechanical engineer and avid guitar player, invented the Fretlight in 1987.
- Fretlight Guitars range in price from \$299.99 to \$899.99.
- Fretlight Guitars come with free with Fretlight Studio Software, Beginner 101 & 102 interactive video lessons and the Hal Leonard Fretlight Ready Lennon & McCartney play-along video.
- Fretlight Guitars are beautifully-crafted, great-sounding guitars.
- Optional Fretlight Ready GuitarPro 6 software allows thousands of free tabs to be downloaded from the internet and played on the Fretlight Guitar.
- Dozens of interactive instructional videos are available for the Fretlight Guitar that feature songs of some of the best-known artists in popular music.
- Fretlight guitars are sold online at fretlight.com, as well as through select music retailers nationwide.
- Fretlight provides live chat, product support and online customer service for players at every skill level.

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www.fretlight.com



FRETLIGHT® GUITAR

FRETLIGHT Q&A

What is the concept behind the Fretlight guitar?

Fretlight guitars are beautifully crafted, guitars with one ingenious difference: they are equipped with LED lights built into the fretboard that show the player where to put their fingers to play chords, scales, songs, riffs and even tablature!

How does the learning system work?

The guitar uses a combination of software and video instruction to dramatically simplify and accelerate the learning process. The video lessons can be slowed down and looped so fingerings can be practiced at a comfortable pace, building instant muscle memory, retention and confidence.

When was the Fretlight invented?

Rusty Shaffer, an avid guitar player and mechanical engineer, invented the Fretlight guitar in 1987, inspired by his vision of a guitar that would speed-up the learning process by lighting up notes, chords and scales right on the fretboard, showing you exactly where to place your fingers.

Is Fretlight only for beginner guitar players?

Definitely not. Every Fretlight guitar includes instructional software and video lessons designed for players at all skill levels, from a beginner learning their first song to an advanced player mastering an Eric Johnson solo.

How much does a Fretlight guitar cost?

Fretlight guitars, including the complete learning system, start at \$299.99 for the FG 507 Fretlight acoustic. The new FG-500 series also includes five electric models: Standard, Traditional, Vintage, Classic and Pro, ranging in price from \$399.99 to \$899.99.

Where are Fretlight guitars sold?

Fretlight guitars are currently sold online through fretlight.com, and through select guitar and music specialty retailers nationwide, including Sweetwater, one of the largest dealers of musical and audio equipment in the U.S.

What do you need to start learning with a Fretlight guitar?

A PC or Mac is all you need. Each Fretlight guitar comes complete with Fretlight Studio Software, Beginner 101 and 102 interactive video lessons, plus the Hal Leonard Fretlight Ready Lennon & McCartney interactive play-along video. In addition, thousands of song tabs can be downloaded from the internet and learned on the Fretlight guitar using the optional Guitar Pro 6 Fretlight Ready software.

What songs can be learned from the videos available from Fretlight?

Fretlight offers an extensive catalog of Hal Leonard instructional videos featuring songs by Stevie Ray Vaughan, David Gilmour, Eric Clapton, Bob Seger, The Doors, Nirvana, Van Halen, Aerosmith, Jimi Hendrix and many other guitar heroes, plus videos dedicated to songs in a variety of genres, including acoustic, rockabilly, blues and classic rock and more.

What do "real guitar players" think about the Fretlight?

They love it. The Fretlight has drawn rave reviews from seasoned guitar players and industry experts. Guitar World magazine bestowed its prestigious Gold Award for performance to the Fretlight guitar, proclaiming, "using a Fretlight guitar with Fretlight-ready Guitar Pro 6 software is easily the fastest and most effective way to learn how to play songs and expand your scale and chord vocabulary."

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