

Rock in the Holiday Cheer with the Limited Edition AG RiffMaster Guitar Controller Available Now

The World's First Genuine Peavey Guitar Modified for Play with Guitar-Based Music Videogames on the PlayStation System; Exclusively at ArtGuitar.com

Niwot, CO - November 15, 2007- ArtGuitar®, a leading designer of custom graphics for electric and acoustic guitars, announced today the launch of the limited edition **AG RiffMaster™ Guitar Controller**, the worlds first genuine **Peavey®** guitar modified for play with guitar-based music videogames on the PlayStation®2 computer entertainment system.

Exclusively available online at www.ArtGuitar.com, the limited edition **AG RiffMaster Guitar Controller** includes 17 limited edition designs featuring mega artists KISS, Ozzy Osbourne, Pantera, Megadeth and Lynyrd Skynyrd.

“The AG RiffMaster Guitar Controller is ideal for anyone seeking the most realistic interaction with guitar-based music videogames,” stated Steve Spurgeon, CEO of ArtGuitar. “With the quality and value of a real guitar customized with iconic rock band artwork valued at \$1,500 and up, the limited edition AG RiffMaster offered at \$399 is an amazing value for music enthusiasts, collectors and gamers alike.”

Created from a real Peavey guitar, ArtGuitar has preserved the qualities found in the original makeup of the instrument. The guitar strings have been removed, but the headstock of the **AG RiffMaster Guitar Controller**, still sports real tuning pegs for an added visual appeal. Crafted from natural basswood, the body displays custom artwork showcasing 17 unique designs featuring five legendary rock bands. The neck created from hard rock maple, features five colored fret buttons located amongst true frets and position markers on a genuine fingerboard while the pickup consists of one humbucking and a scale length of 25.5". The guitar controller also features premium 2.4GHz wireless technology for high-performance precision gaming.

Best known for its patented process that digitally paints images onto real guitars, ArtGuitar transforms the instruments into collectible masterpieces. Using the same state-of-the-art technology, ArtGuitar and Peavey are bringing exclusive, limited edition rock designs to a guitar controller for the first time.

The limited edition AG RiffMaster Guitar Controller is available this holiday season only, and is being sold exclusively at www.ArtGuitar.com. A broad range of premium accessories will also be offered from the online shop including a top of the line hard shell electric guitar case, Peavey logo barstool, guitar polish care kit, guitar stands and much more.

To order the **AG RiffMaster Guitar Controller** or to learn more about ArtGuitar please visit www.ArtGuitar.com.

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About ArtGuitar®:

ArtGuitar, based in Niwot, CO, specializes in custom artwork for electric and acoustic guitars. Its patented process uses a quality paint finish to lay original images onto each guitar, transforming the instrument into a true masterpiece. ArtGuitar designs are currently available for customized guitars from Peavey®, Fender

and Gibson. The company also pioneered the world's first videogame guitar controller crafted from a genuine guitar with the introduction of the limited edition *AG RiffMaster™ Guitar Controller*. To learn more about ArtGuitar® or its products please visit: <http://www.artguitar.com>.

About Peavey® Electronics:

Founded in 1965, Peavey® is one of the world's largest manufacturers of musical instruments and professional sound equipment. Peavey has earned more than 180 patents and produces more than 2,000 products, which are distributed throughout the United States and to 136 other countries.

Peavey revolutionized guitar-making in the 1970s with the first guitar built using CNC computer-controlled machinery, which bridged the gap between the vintage and modern eras in guitar-making. At the new www.PeaveyCustomShop.com, musicians can now personalize their guitars with any JPEG image or graphic, and also choose from more than 16 million color and feature options. To find out more, visit www.peavey.com.