

Peavey® Electronics and Zivix Announce Strategic Partnership to Revolutionize Music Gaming

*Companies to Debut Peavey **HeroMaker** Guitar Peripheral and **JamParty: Be the Music** Videogame at Electronic Entertainment Expo 2010*

Los Angeles, CA - June 7, 2010 - Peavey® Electronics, one of the world's largest manufacturers and suppliers of musical instruments and professional sound equipment, is bringing their music expertise to the videogame world by announcing a strategic partnership with developer Zivix. Peavey and Zivix are introducing the Peavey **HeroMaker**, a revolutionary full-sized six-string electric guitar and game controller, and the newly developed **JamParty: Be the Music** casual music videogame coming to console for digital download and PC in fall 2010.

Peavey and Zivix will debut both products at the Electronic Entertainment Expo (E3), June 15-17, 2010, West Hall booth #5727.

Developed on Gamebryo LightSpeed, *JamParty: Be the Music* enables burgeoning musicians to become instant producers, mix-masters, and lead guitarists. Players can transition their mastery of traditional rhythm based music games into actual player-controlled live music creation using *JamParty's* gigantic library of chords, beats, vocals, and soundscapes. Users can create and play songs, then share their music with other players as MP3s or upload to listening devices and social networks. *JamParty* is designed for use with the new full sized *HeroMaker* guitar, and is also compatible with existing USB supported *Rock Band*® and *Guitar Hero*® guitar controllers.

In addition, Zivix developed a patented "Finger Sensing" system that Peavey integrated into their six-string electric guitar, creating the *HeroMaker*, a full-sized guitar featuring real strings and frets to let any player play notes, slide and pick. With the *HeroMaker*, you can make live music and build basic guitar-playing fundamentals while playing your favorite music video game. You can then plug into a real amp for a fully functional guitar.

To schedule an appointment to check out *JamParty: Be the Music* or Peavey's *HeroMaster*, please contact Chris Davis, Reverb Communications, davis@reverbinc.com.

For more information about *JamParty: Be the Music*, please visit www.jamparty.com

For more information about the Peavey *HeroMaker* peripheral, please visit www.peavey.com/heromaker.

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About Peavey® Electronics

Celebrating 45 years in business, Peavey Electronics is one of the largest, most diversified, independently owned suppliers of musical instruments and professional sound equipment in the world with design, manufacturing and distribution facilities spanning three continents. Today, with more than 180 patents in musical instrument design and audio technology and 2,000 products created in-house, Peavey is not only recognized as a music industry leader in the 136 countries in which its products are distributed in, but it is also a highly desired brand name used by rock & roll legends and modern day pop music icons. In addition to instruments, Peavey and its divisions also provide major audio communications conduits for industries across the board. These can be found in government installations, theme parks, airports, stadiums and buildings all over the world, such as the Sydney Opera House, the US Capitol building and the Beijing Airport.

About Zivix

Zivix, LLC combines innovation, technology and entertainment through gaming software and music peripherals. Based in Minneapolis, MN Zivix is an entertainment software developer and publisher that has also created a patented finger-sensing technology that enables a new generation of digital guitars. Our core mission is to converge the experience of playing an instrument and real musical interaction through accessible, fun and rewarding products for everyone.