FOR IMMEDIATE RELEASE

FOLLOWING THE RESOUNGING SUCCESS OF THE ORIGINAL BEATLES FAUX-LEATHER STRAP SERIES, PLANET WAVES RELEASES BEATLES WOVEN GUITAR STRAPS

The NAMM Show, Anaheim, CA, January 13-16, 2011 (Booth #4834) – Planet Waves is thrilled to announce the release of the new Beatles Woven Guitar Straps. The new retro, nostalgic and vegan-friendly high resolution, four-color designs present historical Beatles artwork to celebrate the music and artistry of the ever-influential band.

Arguably the most popular musical group to have ever existed, the Beatles continue to exist as an everlasting rock and roll icon. Planet Waves is proud to honor the Beatles’ legacy with a collection of new woven guitar straps. In addition to the existing collection of Planet Waves’ Beatles straps, six new designs featuring iconic album themes and timeless images that capture the enduring spirit and essence of the “Fab Four.”

Inspired by the legendary album artwork, the following strap designs will be available:

- **The Beatles Classic** – A white, woven strap featuring the classic logo from their *Meet the Beatles* album.
- **Beatlemania** – A black, woven strap featuring various Beatles logos, all depicting the band’s moniker.
- **Yellow Submarine** – A yellow, woven strap featuring a psychedelic collage of the celebrated *Yellow Submarine* cartoon artwork.
- **Sea of Holes** – A white, woven strap with the cartoon versions of John, Paul, George and Ringo from the *Yellow Submarine* film.
- **White Album** – Your favorite *A Hard Day’s Night* headshots of John, Paul, George and Ringo are shown on this black, woven strap.
- **Revolution** – A black, woven strap with red font depicting the word Revolution.

“The Beatles are simply legendary and one of the main reasons why popular music has become what it is today,” says Planet Waves Manager of Product Management, Brian Vance. “These new woven straps are a commemorative salute to the true forefathers of rock and roll.”

Planet Waves’ Beatles Woven Guitar Straps will be available February 1, 2011 and will retail for $39.99 each.

For more information on Planet Waves and its products, please visit www.planetwaves.com.

D’Addario & Company, Inc. designs, manufactures, and markets complete lines of strings for fretted and bowed musical instruments, drumheads, drum practice pads, and guitar and woodwind accessories under the proprietary brand names D’Addario, Evans Drumheads, Planet Waves, Rico, HQ Percussion and PureSound Percussion. The company also runs theLessonroom.com and Guitar.com. D’Addario products are marketed in approximately 120 countries.

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FOR IMMEDIATE RELEASE

PLANET WAVES INTRODUCES THE GUITAR REST

The NAMM Show, Anaheim, CA, January 13 -16, 2010 (Booth # 4834) – Planet Waves is excited to announce the introduction of the Guitar Rest, a simple solution to help keep your guitar safe.

The Guitar Rest turns virtually any flat surface into a guitar stand. Simply lay the Guitar Rest over the edge of a flat surface and lean your instrument against the “neck pocket.” This innovative design allows your guitar to rest securely in any situation.

Perfect for situations where a guitar stand is unavailable or inconvenient, the Guitar Rest is made from pliable, finish-safe santoprene and resists movement on practically any surface, including amplifiers, tables, chairs, or desks. The Guitar Rest from Planet Waves also easily fits into any case or gig bag so players can take it wherever they go.

“Planet Waves has developed the Guitar Rest to solve the common problem that every guitarist encounters,” says Planet Waves’ Product Specialist, Rob Cunningham. “The Guitar Rest allows the guitarist to put their guitar down without having to worry about it falling over or being damaged.”

The Planet Waves Guitar Rest will be available February 1, 2011 and will retail for $12.99.

For more information on Planet Waves and its products, please visit www.planetwaves.com

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FOR IMMEDIATE RELEASE

PLANET WAVES INTRODUCES ACOUSTIC QUICK RELEASE AND PLANET LOCK STRAPS

The NAMM Show, Anaheim, CA, January 13-16, 2011 (Booth # 4834) – Planet Waves is proud to announce the newest additions to its strap collection with the Acoustic Quick Release Strap and additional Planet Lock Straps.

The Acoustic Quick Release patented technology is designed specifically for acoustic guitars and has a built-in, easily detachable, quick-release cord for the headstock. The Planet Lock patented design fits on any guitar and stays locked in place until the side pin is released. The Planet Lock Straps will fit on the guitar’s already existing end pins so there is no need to purchase new pins to fit the strap.

Planet Waves now offers 13 models with Acoustic Quick Release and 38 models with the Planet Lock, including ultra-soft tubular nylon and affordable yet reliable polypropylene.

“The Acoustic Quick Release and Planet Lock straps provide a sense of durability and security that no other straps offer,” says Planet Waves Manager of Product Management, Brian Vance.

“Once you lock the guitar strap on to the end pins, all you have to worry about is the next song on the set list!”

The Planet Waves Acoustic Quick Release Guitar Strap and Planet Lock straps will be available February 1, 2011 and will retail for $9.99 - $32.99.

For more information on Planet Waves products, visit www.planetwaves.com.

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FOR IMMEDIATE RELEASE

PLANET WAVES INTRODUCES CHROME-PLATED BRASS SLIDES

The NAMM Show, Anaheim, CA, January 13-16, 2011 (Booth #4834) – Planet Waves is pleased to introduce the new Chrome-Plated Brass Slide.

Planet Waves’ Chrome-Plated Brass Slide provides a bright, bell-like tone as well as excellent sustain, while the slide’s chrome-plated brass shell provides a mirror-like shine for effortless gliding and offers an ease of playing on acoustic and electric guitars unlike any other slide.

“The new chrome-plated brass slide is a great step forward in conventional sliding methods for guitarists,” says Planet Waves Product Design Specialist, Robert Cunningham. “The new design and materials used in development help to give guitarists an unparalleled ease of sliding on any type of guitar.”

Planet Waves’ Chrome-Plated Brass Slide will be available February 1, 2011 and will retail for $13.99 - $17.99.

For more information on Planet Waves and its products, please visit www.planetwaves.com.

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