



Beamz Interactive, Inc. Demonstrates New Controller at 2013 Summer NAMM Conference

Company's New Product Offerings Provides Music Dealers with New Opportunities in the Consumer, DJ and Education Markets

SCOTTSDALE, Arizona — July 11, 2013 — Beamz Interactive, Inc. (OTCQB: BZIC), an emerging growth technology company specializing in state-of-the-art interactive music products, today announced its participation at the Summer NAMM conference in Nashville, TN July 11-13, 2013 (Booth # 1025), one of the largest music trade shows in the world.

Over the past several months, Beamz Interactive has refined its product offering to provide music dealers opportunities to address three distinct markets: recreational music making for consumers, an interactive laser controller for aspiring and professional DJs and a newly announced music educational product targeted at after-school programs, community service organizations and music enhancement programs. The new Beamz controller will be demonstrated at Summer NAMM and made available later in Q3 with market specific tailored product offerings in time for the upcoming holiday season.

Improvements and features of the new Beamz controller platform include:

- **Native MIDI Communication:** This new capability provides broad compatibility for the new Beamz controller products to be used with a wide range of MIDI applications.
- **Smaller Footprint:** The retail box footprint has been reduced by 45% from the previous Beamz model C4 controller, which provides retailers more flexibility for placement within their stores.
- **Easy and Safe Transport:** The new design also enables the company to offer reasonably priced soft cases for light travel and transport cases suitable for shipping and airline travel.
- **iPhone and iPad Compatibility:** New iOS based applications are in development for the Beamz controller to play with the iPhone and iPads.

“Music retailers are important to our channel strategy and sales focus,” said Al Ingallinera, Vice President of Product Management for Beamz Interactive. “We know from experience that Beamz product demos in stores make for great conversations, and that great conversations and customer interactions playing our products lead to incremental sales. We are always ready to support our dealers to be successful with our product line and to help them create new relationships in their communities.”

Product Previews @ Summer NAMM:

Consumer Market - Beamz Interactive recently signed an endorsement and licensing deal with top billboard artist and producer Flo Rida to develop a new "Beamz by Flo" product line featuring Flo Rida's chart-topping hits. This new product line will be supported by commercials and a series of videos to provide music retailers an opportunity to sell a "recreational music making" product that enables anyone of any skill level to experience making music.

DJ Market Offering - A new Beamz DJ product bundled with Virtual DJ LE featuring a unique "skin" that is ideal for both aspiring DJs getting started and for professional DJs to use the Beamz controller to add a creative visual element to their performances. This new SKU will also include mapping software to control virtually any DJ, production or lighting application via MIDI and/or keystroke mapping. Information regarding DJ specific products is available on the Beamz website specific to the DJ market – www.beamzdj.com.

Education Market Offering - In the area of education, the Beamz continues to be featured in schools around the country and has partnered with organizations such as the AzTAP (Arizona Technology Access Program) short-term product loan program, which enables persons with disabilities to be more productive and independent using new technology. The company is expanding its reach nationally in schools and today announced a new Beamz ME (Music Education) prototype at Summer NAMM, which will be targeted at before and after school programs, camps, children organizations, museums, summer school programs and music education programs. Additional information about Beamz ME is available at www.thebeamz.com/me and interested organizations may also register to receive notifications and updates as new information becomes available.

About Beamz Interactive, Inc.

Based in Scottsdale, AZ, Beamz Interactive, Inc. (OTCQB: BZIC) has created state-of-the-art interactive laser controller technology that can be used to develop new market opportunities in a wide variety of music, education, healthcare, gaming and consumer applications. In its first application, the Company developed an innovative new music technology and product offering that brings music to literally everyone in a way that was previously not possible. Beamz allows people that have no musical background or training to play and enjoy music within minutes, yet it has the depth to enable accomplished DJs, artists and musicians to perform, compose and create highly sophisticated interactive music. Beamz Interactive's technology portfolio includes multiple patents, patents pending and trade secrets covering interactive music, software, laser-based controllers, gaming applications and related designs and devices. For more information on Beamz, please visit: www.thebeamz.com.

Follow Beamz on [Facebook](#), [Twitter](#) and [YouTube](#).

For comprehensive investor relations material, including fact sheets, multimedia resources, and videos regarding Beamz, please follow the appropriate link: [Investor Portal](#), [Beamz Product Video](#), and [Investor Fact Sheet](#).

Forward-Looking Statements

This press release may contain forward-looking statements that reflect the Company's current expectations and projections about future results, performance, prospects and opportunities. These forward-looking statements are based on information currently available to the Company and are subject to a number of risks and uncertainties. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors, including those discussed in the Company's periodic reports that are filed with the Securities and Exchange Commission and available on its website (www.sec.gov). All forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required by law, the Company assumes no obligation to update publicly or to revise these forward-looking statements.

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Beamz Interactive, Inc. Announces New Music Education Product to Target Afterschool Market

The New Beamz ME (Music Education) Prototype Debuts at Summer NAMM 2013

SCOTTSDALE, Arizona — July 11, 2013 — Beamz Interactive, Inc. (OTCQB: BZIC), an emerging growth technology company specializing in state-of-the-art interactive music products, today announced the debut of its new Beamz ME (Music Education) prototype, which is a guided user experience that contains interactive instructions for music education, language arts and social sciences that targets the afterschool market. The prototype will debut at the Summer NAMM trade show in Nashville, TN July 11-13, 2013 (Booth # 1025), one of the largest music trade shows in the world.

Intended for late elementary, middle school-aged children and up, Beamz ME is a perfect addition to any before or after school curriculum. It is also ideal for use at museums, camps, summer school programs, children and community organizations (such as Scouts and Boys & Girls clubs), as well as supplemental Music Education Programs.

“We see this new music prototype as a wonderful way to engage children in the world of music and help them explore their creativity through interactive learning,” said Mary Jo Barry, Senior Marketing Manager for Beamz Interactive. “These self-directed, self-guided instructional videos experienced through our Beamz Player interactive music software provide music dealers new opportunities to create and expand relationships within their communities.”

Beamz ME is a series of music education units, each containing five learning sessions. Each session will include a guided 20-30 minute video wherein children interact with Beamz throughout the video instruction. Sessions will introduce students to basic music theory, instrument categories, music genres, composers and much more. The sessions require little to no music knowledge and are targeted at younger learners and children who have learning challenges. Interactive video sessions include meaningful definitions, introduce new vocabulary, fun music facts and history. Every portion of the video has been purposefully designed to pique and sustain children’s interest while engaging them in movement and sound that is music-making.

Visit www.thebeamz.com/me for more information about the Beamz ME project. Users may also register to receive notifications and updates as new information becomes available.

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