



FOR IMMEDIATE RELEASE

AweSome Musical Instruments Celebrates Its Fifth Anniversary

Detroit, Michigan, May 8, 2013

AweSome Musical Instruments celebrates its fifth year of successful business activity; and for a limited time is offering all visitors to their website a substantial discount on all products

During its five years of operation, AweSome has been silently inventing the future for all electric guitar and bass players. Its growing family of over 50 *high-performance* patented **Pickup Switch Upgrade™** products give you access to all the additional "*hidden*" pickup tones that are not available on stock instruments.

Their Unrelenting Innovation has been astounding and has produced many incredible breakthrough accomplishments. Here are some of their recent innovations that are fostering a true revolution.

1. Introduced the **T3-Switch** product – giving you 35 pickup tones on electric guitar and bass instruments with three pickup coils
2. Introduced the **T2-Switch** product – giving you 6 pickup tones on instruments with two pickup coils
3. Introduced the **T4-Switch** product – giving you 76 pickup tones on instruments with four pickup coils
4. Introduced the **T2P-Switch** product – giving you 4 pickup tones on a standard Precision bass instrument
5. Has a growing catalog of **over 50 upgrade products** on their website.
6. Offers **upgrades for almost 200 Fender** electric guitar and bass instrument models
7. Offers **upgrades for over 230 different manufacturer's** electric guitar and bass instruments
8. Offers **upgrades for all standard Telecaster guitars** giving you up to 76 pure analog pickup tones
9. Offers **upgrades for all Stratocasters** giving you up to 76 pure analog pickup tones
10. Offers **upgrades for all Jazz Bass instruments** giving you up to 76 pure analog pickup tones
11. Offers **upgrades for all Precision Bass instruments** giving you 4 pure analog pickup tones
12. The first U.S. company to offer **3D printed Guitar** and Bass instruments that contain their **Pickup Switch Upgrade™** products giving you 76 pure analog pickup tones
13. Discovered that "*hidden*" pickup tones have a **seductive** and **aphrodisiac**-like effect on female audience attendees; and has smart musicians upgrading their instruments to exploit this discovery and convert attendees into loyal fans and customers
14. Now offers **AweSome brand electric guitars** with their **Pickup Switch Upgrade™** products to give customers a single instrument with more pure analog pickup tone power than any other instrument on earth; giving you up to 76 pure analog pickup tones

15. Now offers **AweSome brand electric bass** instruments with their **Pickup Switch Upgrade™** products to give customers one instrument with all the pure analog pickup tones that have ever been created; giving you up to 76 pure analog pickup tones

Who We Are

AweSome Musical Instruments growing family of over 50 ultra *high-performance* patented **Pickup Switch Upgrade™** products give you access to all the pickup tones that are *silently* hiding in your electric guitar or bass instrument. These incredible products will let you upgrade almost 200 Fender electric guitar and bass models, as well as models of all other manufacturers, to give you up to **76 pure analog pickup tones** from your stock instruments. And this is before a processing unit can add even more tone flavor to your output. These products are proudly made in the U.S.A. – and they will give you amazing tones without changing your pickups.

A new discovery finds that your instrument's "*hidden*" pickup tones – to which our upgrade products give you access – appear to have a **seductive** and **aphrodisiac**-like effect on female audience attendees. Smart musicians are now upgrading their instruments with our products and silently leveraging this discovery to convert the female audience attendees into loyal fans and customers. A white paper that discusses this effect is now on our website Media page to give smarter musicians general insight on how to financially exploit this new discovery.

Get more information about these incredible upgrade products at: www.AweSome-Guitars.com

"Our products are the Swiss Army Knife of pickup tones."

We're not just light years ahead of everyone; we are completely in the next galaxy.