



FOR IMMEDIATE RELEASE

CONTACT:

Emily Stratton / Ronele Klingensmith, RKPR Inc.
media@rkpr.com / 775-323-6333

OPTEK'S FRETLIGHT GUITAR NOW AVAILABLE TO DEALERS WITH A CUSTOMIZED POINT-OF-PURCHASE DISPLAY

RENO, Nev. (July 24, 2009) — In response to requests from music and guitar dealers to carry Optek Music Systems' revolutionary Fretlight® guitar, the company is now offering point-of-purchase displays for dealer stores designed to educate and attract potential customers on the Fretlight. Perfect for new guitar players, intermediates and advanced professionals, the Fretlight's patented LED learning system embedded in the neck provides a comprehensive visual experience that makes learning to play the guitar quick and easy.

"Our one-of-a-kind Fretlight requires a computer interface and is designed to work seamlessly with our software to provide instruction as well as improvising capabilities," Rusty Shaffer, president and CEO of Optek Music Systems, Inc., said. "In order to properly showcase the Fretlight in a retail environment, we needed to do more than just have our dealers hang the Fretlight guitar on a wall."

The new POP display provides a visual interpretation of the Fretlight learning system and its exclusive built in functionality. Today's society is full of visual learners and the technology integrated within the Fretlight removes the barriers of learning to play guitar and provides players with a 'win' that encourages a lifetime of learning.

"We anticipate that the new POP display will get customers talking and asking questions about Fretlight," added Shaffer, "It's an opportunity for the dealer to carry a unique and powerful solution for their customers because after all, a happy customer is a return customer."

The Fretlight guitar, designed and developed by Optek Music Systems, plays like any other guitar. The embedded LED lights in Fretlight's patented advanced polymer fretboard magically show the player exactly where to place their fingers to play chords, scales, songs, solos and more. Designed for the first-time player and advanced musician alike, the Fretlight works with award-winning PC and Mac software, thereby eliminating the old-fashioned method of learning.

Dealers interested in retailing the Fretlight should visit www.Fretlight.com or call 800-575-6511.

Optek Music System, Inc. was founded in 1988 and is based in Reno, Nev. Developers of the Fretlight® Guitar, this privately-held company, manufactures and distributes six-string electric guitars that utilize a truly revolutionary patented technology through its interactive light system that allows the player to learn the guitar quicker and with better retention. Notes, scales, chords, progressions, lessons, songs, riffs and more are easily accomplished through its Video Player software. Additionally, Optek produces and sells educational products available online, through its distributors and exclusive partnerships. Optek has many U.S. and international patents as well as patents pending for its interactive guitar learning systems and musical instrument manufacturing designs.

###