



THE GUITAMMER COMPANY INC.

...leaders in low frequency sound...

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For immediate release

BUTTKICKER® SHAKERS FEATURED IN NEW IMAX® THEATER

Opened August of '02 the Comcast IMAX® 3D Theater at Jordan's Furniture, Natick MA, features unique low frequency devices that enable the audience to FEEL the movie's soundtrack!

Natick, MA and Westerville, OH (August 22, 2002) - The ButtKicker®, the award winning tactile audio transducer, continues to make a big impact on the entertainment industry.

Installed under the seats, the patented ButtKicker produces a powerful and musically accurate "shaking" sensation that allows the audience to "feel" the low frequency (bass) on each movie's soundtrack – special effects and music. Every seat in the theater shakes and only one ButtKicker transducer is required for every three seats.

According to Eliot Tatelman, President of Jordan's Furniture, "Guitammer's low frequency sound system is exactly what our theater needed to give the audience the immersive 3D effect we were looking for. Rocket launches, avalanches, you name it, this system makes you feel like you are right in the movie, yet without making the theater too loud. And besides that, our audiences love it because it's just plain FUN!"

"We are very pleased to be part of the unique shopping experience that only Jordan's Furniture has to offer", said Mark A. Luden, President of The Guitammer Company. "In this day and age of enhanced video, vibrant surround sound and 3D movies, the next great advancement in the movie going experience is the addition of the ButtKicker. It works just like a subwoofer – using the exact same soundtrack – but instead of moving air like a traditional subwoofer, it attaches to and transfers the low frequency sound directly to the seats instead. The audience still gets all the chest thumping bass they want, but without the overly loud volume they don't want."

Winner of the prestigious 2002 Consumer Electronics Show "Innovations Award", the ButtKicker has fast become the choice for sound professionals and consumers world wide. It is used in home theaters, theaters, amusement parks, nightclubs and special effects attractions around the world by leading entertainment companies such as Disney, IMAX, Hershey Parks and Universal Studios. Drummers and bass player for touring bands such as The Who, Creed, Rod Stewart, Pink, Charlie Daniels, Counting Crows and many more use the ButtKicker as part of their in ear monitoring system also.

About The Guitammer Company

Located in Westerville, Ohio, The Guitammer Company is the leader in low frequency sound products for the home theater, ProSound, music, amusement and theater industries. The ButtKicker® Shaker is used by industry leaders such as Walt Disney, Universal Studios, Warner Bros., Creed, Pink, The Who in addition to home theater professionals and enthusiasts in more than 25 countries. For more information visit www.thebuttkicker.com. ButtKicker® is a registered trademark of The Guitammer Company.

About Jordan's Furniture

Eliot and Barry's grandfather opened the first store in 1918 in Waltham. Now, the family includes a remarkable group of dedicated employees – the J-Team - who keep the spirit going with four stores and another on the way.

Our unique philosophy of shopping attracts record numbers of guests each week. Now, we sell more furniture per square foot than any other furniture retailer in the country. And, we make sure to give back to the community, making philanthropy a cornerstone of our business. Come experience it for yourself. For more information contact Heater Copelas at 508-580-4600 x1155 or visit www.jordansfurniture.com.

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