



## FOR IMMEDIATE RELEASE

### Gruv Gear Appoints Musical Distributors Group For USA Distribution

*October 10, 2011 (Orange County, CA)* – Gruv Gear, Orange County California-based designer and manufacturer of innovative music products and accessories, announces a major distribution deal with Musical Distributors Group (MDG), effectively expanding its reach to over 3000 dealers and retailers across the United States.

The distribution arrangement is a major step towards bringing Gruv Gear's acclaimed Solo Series utility carts to every major Music, DJ, Audio/Video Broadcast, Media Installation, and Photography dealer in the country. This creates a perfect opportunity for retailers to begin offering the innovative and user-friendly utility carts from Gruv Gear to their customer base of guitarists, bassists, drummers, keyboardists, percussionists, DJs, photographers, videographers and others.

The deal has been several months in the making, starting when MDG President Steven Savvides met with Gruv Gear at the 2011 [NAMM](#) (National Association of Music Merchants) Show held in Anaheim, California in January. "Steve made a great impression from the beginning," recalls Jay Baldemor, President of Gruv Gear. "From the way he represented his current brands to the personal attention he showed towards our products, it wasn't long before I knew MDG was different from other distribution companies. We wanted to be very selective as to whom to work with here in the US. I always knew I wanted a company that showed tremendous passion and drive about pushing our brand out there, and MDG is definitely a great match." Gruv Gear is also currently distributed in over 30 countries throughout Europe, Australia, and Canada, with more territories to be announced soon.

"We at MDG are very much looking forward to working with Jay and his team to bring the V-Cart Solo to the masses. It is not often that such an innovative and well-designed product comes to market and we are privileged to have this opportunity," said Steven Savvides, President of Musical Distributors Group. "This is exactly the sort of pragmatic, value-added product we look for and are glad Jay and Gruv Gear have chosen us as their US distribution partner."

To learn more about [Gruv Gear](#) and its multi-mode convertible carts and handtrucks including the [V-Cart Solo](#), [Solo Lite](#), [Solo XL](#), and [Muver 6](#), please visit [www.gruvgear.com](http://www.gruvgear.com).

To learn more about MDG and how to become a Gruv Gear dealer, please visit [www.musicaldistributors.com](http://www.musicaldistributors.com).

#### About Gruv Gear

Gruv Gear designs and builds innovative utility gear and accessories for creative professionals, including musicians, DJs, photographers, cinematographers, film makers, audio/video engineers, and media crews. Founded by a musician and product designer, the California-based company has been seeing tremendous forward momentum and widespread acclaims in a very short time, with global patents pending for its current innovations and more game-changing products slated in 2011.

Gruv Gear continues to flex its marketing muscle with grassroots clinics and events, exclusive online campaigns, and major artist endorsements. The company have already made avid endorsers out of some of the world's top artists, including [Michael Jackson's "This Is It" players Alex Al](#) and [Jonathan Moffett](#), [Peter Erskine](#) (multi Grammy-winning drummer, Weather Report, Chick Corea, Yellowjackets), [Jon Myron Clark](#) (Michael Jackson "The Immortal" World Tour by Cirque du Soleil), [Anthony Wellington](#) (Victor Wooten Band), [Norm Stockton](#) (Lincoln Brewster), [DJ Icy Ice](#) (World Famous Beat Junkies, Kanye West and Black Eyed Peas Parties, Grammy After Parties, Manny Pacquiao After Parties), and [Ray Roman](#) (award-winning cinematographer and named one of the top 25 studios in the world).

**About MDG**

Musical Distributors Group (MDG), a specialized distribution company focusing on sales, marketing, logistics and brand building was established in 2003 to provide a more personalized, service friendly distribution experience. Current partners include G7th Capos, Laney Amplification, Fernandes Guitars, EBS Bass Amplification and Effect Pedals, Gig-FX Effect Pedals, Vintage Guitars and Olympus Pro Recorders.

In addition to its current dealer base, which includes Guitar Center, Sam Ash Music, Sweetwater, Musician's Friend, American Musical Supply and Amazon.com, MDG has worked directly with some of the biggest performers of this generation including U2, Foo Fighters, Neon Trees and System of a Down. Moving forward, MDG is continually looking for the next opportunity to work with like-minded, aggressive companies that want to do good business and have some fun in the process.

**MEDIA CONTACTS:**

Jay Baldemor  
President, GRUV GEAR  
1-714-253-GRUV  
jay(at)gruvgear(dot)com

Steven Savvides  
President, Musical Distributors Group  
1-973-335-7888  
steven(at)musicaldistributors(dot)com

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