



FOR IMMEDIATE RELEASE

Gruv Gear Secures Music Products Distributor in Lebanon

Orange County, CA (PRWEB) 31 July 2012 – California design and manufacturing company Gruv Gear announced that it has signed a new deal that will bring its line of innovative utility products and accessories to musicians and music industry professionals in Lebanon. The deal came just months after Gruv Gear added MTV Lebanon's Michel "Labex" Labaky to its roster of high-profile artist endorsers, which immediately generated tremendous buzz around the brand within the country's entertainment world.

Labex has been enjoying his career as a professional musician, with a busy schedule of tours and performances throughout the Middle East and Europe, including an opening performance for Madonna's recent concert in Abu Dhabi in the Emirates. His new association with Gruv Gear as an endorsing artist propelled his international recognition even further, receiving a hearty endorsement invitation from another prominent American company shortly after his public announcement. He is completely thrilled to become Gruv Gear's distributor in Lebanon, and within a short time was able to garner some airtime showcasing Gruv Gear products on [MTV](#), [Future TV](#), [New TV](#) and others.

"We're proud to have found a great partner with Labex," says Jay Baldemor, Gruv Gear's President. "He has truly amazing motivation and positivity that it makes working together such a joy. Labex is a real pro both as a musician and an entrepreneur, and we're excited to see him lead our expansion in the Middle East."

Labex notes, "With Gruv Gear I really don't have to work hard on a marketing plan because the products are much needed by musicians, sound engineers and DJs. I expect to that it will expand fast in our market. And who can say 'no' to innovation!"

The first wave of music gear retailers in Lebanon will begin offering Gruv Gear's patent-pending accessories including the DuoStrap Signature ergonomic guitar strap, the highly-popular FretWraps String Dampener accessory, the back-saving V-Cart Solo, and the multi-use Stadium Bag tech backpack. Labex is also excited to bring in Gruv Gear's unique USA-made apparel lines to the masses in Lebanon. Lebanon's largest music store and school chain, [Mozart Chahine](#), who carries some of the world's top music gear brands including Yamaha, Ibanez, and Tama, will be adding Gruv Gear to their roster starting August 2012.

To learn more about Gruv Gear, please visit www.gruvgear.com.
To view Labex's initial promo video for Gruv Gear, check out <http://www.youtube.com/watch?v=R6CSmieaRws>.



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 for this year and beyond.

Gruv Gear continues to flex its marketing muscle with grassroots clinics and events, exclusive online campaigns, and major artist endorsements. The company has already made avid endorsers out of some of the world's top artists, including musicians from American Idol, Cirque du Soleil, and the Michael Jackson "The Immortal" World Tour. Other world-renowned endorsers include Peter Erskine (multi Grammy-winning drummer, Weather Report, Chick Corea, Yellowjackets), Anthony Wellington (Victor Wooten Band), Paul John, Jr. (Alicia Keys, Nelly Furtado), Gerald Veasley (Joe Zawinul, Electric Mingus Project), Norm Stockton (Lincoln Brewster), DJ Icy Ice (World Famous Beat Junkies, 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).

Gruv Gear products are currently distributed in the USA by Musical Distributors Group, in Europe by Adam Hall GmbH, in Canada by Heartbeat Distributors Ltd., in India by Rockin' 24/7, and by Labex in Lebanon.

MEDIA CONTACTS:

Jay Baldemor
President, GRUV GEAR
1-714-253-GRUV
jay@gruvgear.com

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