



FOR IMMEDIATE RELEASE

Gruv Gear And Michael Tobias Design Announce MTD FretWraps To Ship With Every New American Bass

Orange County, California (January 23, 2013) – California-based music products manufacturer Gruv Gear announces a new licensing agreement with Michael Tobias Design (MTD), a world-renowned builder of handcrafted American bass guitars based in Kingston, New York. The agreement has paved the launch of MTD FretWraps, a co-branded version of Gruv Gear's very popular string dampening accessory, which will be included in every new MTD American bass.

"We are ecstatic and extremely honored to be working with MTD," says Gruv Gear's President and Founder Jay Baldemor. "I've personally been a long-time fan of Mike Tobias' instruments, and have owned one myself for over 15 years. People consider Mike to be a true master in his craft, and has inspired some of the most prominent bass luthiers out there today," adds Jay. "It's a big deal to have the MTD logo on our product, let alone become a standard included accessory."

Mike attests to the value the FretWraps bring to players, saying, "This is a great product. Simple, cool and very effective."

The FretWraps is indeed simple and effective. It is being used by players worldwide to help to cut overtones and sympathetic resonance especially invaluable during recording, live performance, two-hand tapping, or any creative situation where string muting is desired, allowing for instantly cleaner sound. It's made of soft materials that don't scratch or mar the instrument, has fully adjustable tension, and requires no modification or special installation to the guitar or bass.

Gruv Gear has been capturing the attention of MTD players over the past several months, not only with the FretWraps product, but also with its personal gear carts and unique backpacks that were originally designed with musicians in mind. Many MTD Artists have joined the Gruv Gear family, including notable bassists Andrew Gouche (Prince, Chaka Khan), Norm Stockton (Bobby Kimball, Lincoln Brewster), and Robert "Bubby" Lewis (Lupe Fiasco, Snoop Dogg), and Eddy Khaimovich.

Bubby recently shared, "I think the FretWraps are really marvelous.. It's the perfect solution to get rid of all the unwanted tones. I can really hear and feel the difference."

"The whole MTD family has been amazing, including the friendly folks at Dana B. Goods, MTD's exclusive USA distributor for their Kingston series," adds Jay. "We're looking forward to equipping every single MTD player and fan out there, and help continue to grow their loyalty with both brands.

To watch demo videos, testimonials, and to purchase MTD FretWraps, visit: www.gruvgear.com/mtd-fretwraps

About Gruv Gear

Gruv Gear designs and builds a successful line of innovative utility gear and accessories that make life easier for creative professionals and beyond, including career musicians, DJs, photographers, filmmakers, mobile producers and more. 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.

Learn more about Gruv Gear by visiting www.gruvgear.com



About Michael Tobias Design (MTD)

Founded in 1994 by legendary luthier and designer, Michael Tobias, MTD American Handmade Basses are the finest quality handmade instruments available. MTD creates each bass by incorporating only the finest components and materials in order to create a sound, feel and style that can be built-to-order for to each artist. Tobias' designs are also found in MTD's Kingston, Heir, and Saratoga models, as well as his work for other manufacturers.

For more information on MTD, visit www.mtdbass.com and www.mtd4lyfe.org

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