

FOR IMMEDIATE RELEASE

Gruv Gear Debuts Laurus FretWraps at Frankfurt Musikmesse

April 17, 2013 (Orange County, CA) – American music products manufacturer Gruv Gear announces a new licensing agreement with Laurus, a premium Italian builder of handcrafted bass guitars based in Vicenza, Italy. The two companies are launching Laurus FretWraps, a co-branded version of Gruv Gear's very popular string dampening accessory, which will be included in every new Laurus custom bass.

"We're very excited about this alliance with Laurus," exclaims Gruv Gear's President Jay Baldemor. "Their instruments are absolutely unique and distinct, and I'm honored to have this opportunity to put our two brands together and give players a truly useful accessory in their arsenal."

"It is an honour to collaborate with a company such as Gruv Gear", says Laurus' chairman Pierluigi Cazzola. "The Laurus FretWrap is a perfect accessory that enhances the potential of our basses, and it is the result of our researches joined together in providing musicians the best possible gear. This attention to the player's need led us to this exciting partnership."

The FretWraps has been growing in popularity over the last year and is being used by some of the most prominent bass and guitar players worldwide. The dampening accessory is wrapped around the instrument's neck, and slid over the fret board to help cut overtones and sympathetic resonance while playing, particularly useful 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's finish, has fully adjustable tension, and requires no modification or special installation to the guitar or bass.

Gruv Gear and Laurus already have some mutual artist endorsers in their rosters, Italian bassists Alex Lofoco and Federico Malaman. Alex recently led a clinic tour in Europe for Laurus that also featured his use of the FretWraps.

"I found in the FretWrap an indispensable tool," says Alex. "It helps me to play more easily by controlling the unwanted resonances with effectiveness. Play with Gruv!"

The Laurus FretWraps was debuted at the 2013 Musikmesse in Frankfurt Germany, the largest music products tradeshow in the world, on April 10-14, 2013. Both Lofoco and Malaman performed live demos at the Gruv Gear booth.

To watch demo videos, testimonials, and to purchase Laurus FretWraps, visit: www.gruvgear.com/laurus-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 acclaim 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 Laurus

Laurus electrical bass guitars are entirely made by hand, following and reflecting the fundamental rules of the traditional Italian art of making and modelling stringed instruments.

The Laurus handicraft workshop was set up in 1982 by Pierluigi Cazzola, the designer, maker and supervisor of this prestigious series of professional instruments.

The Laurus workshop is distinguished by its constant dedication to research and testing, with an authentic spirit which comes close to the concept of a mission.

For more information on Laurus and its fine instruments, visit www.laurus.it

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