



COMPANY PRODUCT LIST

The Optek Music System's line-up of Fretlight guitars and an acoustic includes unique electric guitar models in a variety of colors and price ranges. Whether you are a beginner in need of an entry-level guitar or an advanced level player desiring the sound of your dreams, Optek has something for everyone. All guitars come with a 10 ft. Fretlight guitar-to-USB cable, Fretlight owner's manual and software install disc with FREE Fretlight Studio software and FREE video lessons (over two hours of instruction), and Hal Leonard Lennon & McCartney Play-along video.

FRETLIGHT[®]
GUITAR

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com

FRETLIGHT[®] GUITAR

GUITARS



FG-507 ACOUSTIC

MSRP: \$299.99

The NEW FG-507 Fretlight Acoustic! A full size, tonally balanced, acoustic guitar that looks and feels great.



FG-511 STANDARD ELECTRIC

MSRP: \$399.99

This entry-level electric guitar has a nice compact body, one screaming humbucker, on-board tuner and one volume control.



FG-521 TRADITIONAL ELECTRIC

MSRP: \$499.99

This guitar has a classic look, sleek contours and rocks with the best of them. (Left handed model available)



FG-531 VINTAGE ELECTRIC

MSRP: \$599.99

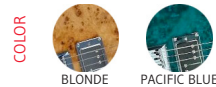
The special edition FG-531 Vintage Electric looks and plays great with its swamp ash body and vintage tone.



FG-541 CLASSIC ELECTRIC

MSRP: \$699.99

This classic guitar rocks with a two P-90 pickups and a tremolo bridge.



FG-561 PRO ELECTRIC

MSRP: \$899.99

The FG-561's Fralin P-92 pickups will give you studio and stage tone that you are looking for.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com

FRETLIGHT[®] GUITAR

ACCESSORIES



SHELBY DESIGNS CUSTOM PICKUP

MSRP: \$99.99

The high output Shelby Designs™ retrofit Alnico II Pickup assembly + N-Tune. Have these hot pickups installed on any right handed FG-421 guitar. Available in black and white.



FRETLIGHT DUAL FOOTSWITCH

MSRP: \$24.99

Add hands free functionality to Fretlight Ready Software.



THE FRETLIGHT GIG BAG

MSRP: \$59.99

The Fretlight Gig Bag is what a gig bag should be. It fits the guitar snugly, has great padding, and additional pockets.



FRETLIGHT ACOUSTIC GIG BAG

MSRP: \$69.99

The NEW Fretlight Acoustic Gig Bag is custom designed to fits the Fretlight Acoustic FG-507 guitar like a glove, has thick padding, and additional pockets for all your accessories.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com

FRETLIGHT[®] GUITAR

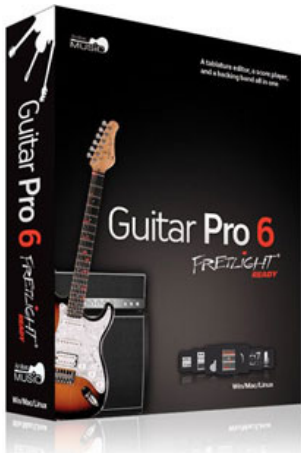
SOFTWARE



FRETLIGHT STUDIO FOR PC AND MAC

All Fretlight guitars now come with the FREE Fretlight Studio software allowing you to pursue endless guitar learning and fun. The Fretlight Studio allows you access to everything that you want to do with your Fretlight guitar from one handy screen. You can learn chords and scales, play songs, take video lessons, or learn to improvise a solo!

No more guesswork as to where to put your fingers... No more frustration of spending hours to play a simple riff... With the Fretlight built in LED learning system, you can get started in minutes!



GUITAR PRO 6 FRETLIGHT READY™

MSRP: \$99.99 Download version
MSRP: \$109.99 Disc version *(Existing license upgrades available)*

Guitar Pro 6 is software designed to create, edit and play tablature for guitar, bass, and other fretted instruments. It has a ton of features such as loop, play, slow down tempo, etc. The Fretlight Ready™ version now lets you see those fingering positions light-up right on the Fretlight fingerboard. Learning a riff or song is now a snap - it's really the best of both worlds.

Best of all you can download thousands of user-created songs from many tablature websites and watch them all light-up your Fretlight guitar. Oh – you can even light the bass, keyboard and vocal parts on your Fretlight guitar.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com



FRETLIGHT® GUITAR

FOR IMMEDIATE RELEASE

For the Beginner, Part-Timer or Pro, Fretlight Guitar Lights the Best Way Forward

*"World's Easiest Guitar to Play" Speeds Learning
Process 10 Times Faster than Traditional Method*

(RENO) – The Fretlight Guitar, like so many breakthrough innovations, was born out of a remarkably simple idea to provide a practical solution to a long-standing problem: the difficult and often frustrating process of learning to play guitar. Industry statistics show that 80 percent of people who start to play the guitar give up within 90 days of starting. Even for accomplished players, hitting a plateau is not uncommon. Methods for learning the guitar, whether for beginners or advanced players, have changed little since the 1950s.

The eureka moment for Rusty Shaffer, an avid guitar player and mechanical engineer, came when he envisioned a guitar that would speed the learning process by lighting up chords and scales right on the fretboard, showing the player where to place his fingers. "For me and for most players, going back and forth from chord and scale books to the guitar was slow and agonizing," Shaffer recalls. "I kept thinking, why can't this information be put where I really need it – right under my fingertips?" In 1987, Shaffer invented the Fretlight Guitar, forever transforming the experience of learning to play.

To develop and market the Fretlight Guitar, Shaffer founded Optek Music Systems, Inc. As new technologies emerged, Shaffer upgraded the electronic components and craftsmanship required to manufacture high-quality guitars with embedded LED lights that show the fingering positions for chords, scales, songs, riffs and even tablature.

During the early years for the Fretlight Guitar, Shaffer found that within the music industry, particularly among the iconic, old guard manufacturers, there was little excitement about an innovative guitar that incorporated new technologies. Such modifications were seen as scary, and unnecessary. Retailers were hesitant to rock the boat, presenting Optek with distribution challenges. Shaffer, however, utilized online sales channels to generate awareness of the unique nature of the Fretlight Learning System, and the Fretlight Guitar quickly developed a devoted following.

With the advancement of interactive digital technology, the potential for the Fretlight Guitar took a giant step forward. By connecting through a PC and Mac, the new Fretlight used a combination of software and video instruction to dramatically simplify the process and accelerate the learning curve up to 10 times faster than ever before possible. The video lessons could be slowed down and looped so fingerings could be practiced at a comfortable pace, building instant muscle memory, retention and confidence.

By 2004, using new, cutting-edge technologies, engineering and manufacturing methods, the Fretlight Guitar and learning system had evolved into the revolutionary and disruptive innovation that Shaffer had envisioned. Shaffer re-launched Optek Music Systems in Windham, N.H. that year while working full time as an intellectual property attorney. In 2010, after relocating to Reno, Nev., Optek was recapitalized and soon introduced a complete new line of premium electric and acoustic Fretlight Guitars.

With the tenacity of an entrepreneur and the power of a dream, Shaffer's determination paid off. In 2011, Guitar World magazine bestowed its prestigious Gold Award to the Fretlight Guitar, proclaiming that "using a Fretlight Guitar with Fretlight Ready Guitar Pro 6 software is easily the fastest and most effective way to learn how to play songs and expand your scale and chord vocabulary." Today, Fretlight Guitars are sold nationwide through select music specialty retailers known as "Fretlight Showrooms," and available online at Fretlight.com.

FRETLIGHT® GUITAR

FOR IMMEDIATE RELEASE (CONT.)

Fretlight is changing the way beginners learn to play, bringing former players back to the guitar, and allowing advanced players to audition new scales and improvise new solos. The Fretlight Guitar lets players concentrate on the neck of the guitar, eliminating the back and forth routine from traditional books and diagrams, enabling players of all levels to improve faster while having more fun in the process.

Each Fretlight guitar comes complete with free Fretlight Studio Software, Beginner 101 and 102 interactive video lessons, plus the Hal Leonard Fretlight Ready Lennon & McCartney play-along video. Thousands of tabs can be downloaded from the internet and learned on the Fretlight Guitar using the optional Guitar Pro 6 Fretlight Ready software. Videos are also available featuring songs by Stevie Ray Vaughan, David Gilmour, Eric Clapton, Bob Seger, Nirvana, Jimi Hendrix and many other guitar heroes. Fretlight provides live chat, product support and online customer service for players at all skill levels.

Fretlight Guitars, including the complete learning system, start at \$299.99 for the FG 507 Fretlight acoustic. The FG-500 series includes five electric models: Standard, Traditional, Vintage, Classic and Pro, ranging in price from \$399.99 to \$899.99.

About Optek Music Systems, Inc.

Based in Reno, Nev., Optek Music Systems is the manufacturer and distributor of the groundbreaking Fretlight Guitar and learning system. Invented in 1987 by Optek founder and CEO Rusty Shaffer, the Fretlight Guitar has changed the way the world learns to play by combining advanced digital and LED technologies within the timeless form and function of classic electric and acoustic guitars. Fretlight Guitars can be purchased at select retailers or online at www.fretlight.com.

###



2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com



FRETLIGHT[®] GUITAR

FOR IMMEDIATE RELEASE

Fretlight Guitar Rolls Out Innovative Showroom Concept

Retailers receive payments even when orders are placed factory direct

(RENO) – Sixty percent of consumers admit to “showrooming,” the practice of shopping retail stores with the intent to make their purchase from another outlet, usually online, at a more competitive price. Only 10 percent of those online purchases are made through the original retail outlet that was “showroomed.”

The manufacturer of the Fretlight Guitar, a breakthrough innovation that is changing the way the world learns to play guitar, is helping independent music dealers fight this trend. Optek Music Systems is offering a simple, no-cost solution that treats each store as a marketing partner, rewarding the dealer for any online purchase of a Fretlight Guitar made within a 25-mile radius of the store. Created to deal with the reality of today’s retail environment, the Fretlight Showroom concept is as radically intelligent as the product itself.

Fretlight Guitars are genuine, finely crafted, great-sounding acoustic and electric guitars with an ingenious benefit. LED lights are embedded in the fretboard to light up chords, scales, songs and riffs, showing players precisely where to place their fingers, transforming the experience of learning to play. The new Fretlight Showrooms provide customers the opportunity to see and appreciate the quality and craftsmanship of Fretlight Guitars first hand.

“We recognized the challenges facing independent music stores today,” said Rusty Shaffer, inventor of the Fretlight Guitar. “Stuffing a bunch of inventory down their throat and pounding a fist saying ‘sell more’ isn’t a strategy in today’s world. Our Showroom program recognizes cash is tight, so our partners only invest in inventory after they’ve seen success and are eligible to become Super Showrooms. On top of that, we’re sharing profits when ‘showrooming’ happens, even if the retailer never talks to the customer. Our Showroom concept is a true partnership that puts money in their pockets at zero cost.”

The Fretlight Showroom point-of-purchase display consists of a Fretlight Guitar with body decal and a 6’ 6” promotional banner. To illustrate Fretlight technology, LEDs on the guitar are constantly lighting, and both the banner and decal feature QR codes that enable the shopper to view a Fretlight video demonstration and get detailed information about the guitar and learning system.

If a consumer does “showroom” the retailer and purchase directly from Fretlight.com, Fretlight will send an incentive payment directly to the authorized Showroom for any Fretlight sale within a 25-mile radius of that store, even if there is no dialogue between the customer and showroom staff. Fretlight Showrooms always have the option to engage customers on the retail floor and take orders directly for an additional incentive payment, and to support consumers locally. An online Fretlight Showroom Portal allows retailers to order on behalf of customers, receiving additional margin and free shipping to their store for local pickup.

After a Fretlight Showroom experiences success, they have the option to become a Fretlight Super Showroom. Super Showroom partners have more traditional retail privileges for stocking inventory, and benefit from Fretlight promotional content and advertising. The Fretlight Showroom and Super Showroom programs are currently being deployed nationwide.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com



FRETLIGHT[®] GUITAR

FOR IMMEDIATE RELEASE (CON'T)

"We've already received incentive payments from Fretlight for purchases made outside the store," said Mike Milano, owner of Milano's Music Center in Mesa, Ariz., a Fretlight Super Showroom location. "There's nothing like it in retail today, Optek recognized the reality we face every day and brought us an innovative solution. It's easy to drive staff to sell the Fretlight Guitar since we know that we'll probably make money from their purchase, even if they don't buy it from us."

The Fretlight Guitar has been described by Guitar World magazine as "the fastest and most effective way to learn how to play." By connecting through a PC or Mac, the Fretlight Guitar and learning system uses a combination of software and video instruction to dramatically simplify and accelerate the process. The video lessons can be slowed to a desired tempo, and looped so fingerings can be practiced at a comfortable pace, building muscle memory, retention and confidence.

Each Fretlight Guitar comes complete with free Fretlight Studio Software, Beginner 101 and 102 interactive video lessons, plus the Hal Leonard Fretlight Ready Lennon & McCartney play-along video. Thousands of tabs can be downloaded from the internet and played on the Fretlight Guitar using the optional Guitar Pro 6 Fretlight Ready software. Videos are also available featuring songs by Stevie Ray Vaughan, David Gilmour, Eric Clapton, Bob Seger, Nirvana, Jimi Hendrix and many other guitar legends. Fretlight provides live chat, product support and online customer service for players at all skill levels.

Fretlight Guitars, including the complete learning system, start at \$299.99 for the FG 507 Fretlight acoustic. The FG-500 series includes five electric models: Standard, Traditional, Vintage, Classic and Pro, ranging in price from \$399.99 to \$899.99.

About Optek Music Systems, Inc.

Based in Reno, Nev., Optek Music Systems is the manufacturer and distributor of the groundbreaking Fretlight Guitar and learning system. Invented in 1987 by Optek founder and CEO Rusty Shaffer, the Fretlight Guitar has changed the way the world learns to play by combining advanced digital and LED technologies within the timeless form and function of classic electric and acoustic guitars. Fretlight Guitars can be purchased at select retailers or online at www.fretlight.com.

###

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com

FRETLIGHT[®]

GUITAR

BIO: RUSTY SHAFFER



OPTEK MUSIC SYSTEMS FOUNDER AND FRETLIGHT INVENTOR

Rusty Shaffer, an avid guitar player, pilot and mechanical engineer, invented the Fretlight guitar in 1987, forever transforming the process of learning to play guitar.

To develop and market the Fretlight, Shaffer founded Optek Music Systems, Inc. in 1988.

Shaffer is a self-taught musician who has played both guitar and piano for over 20 years. He regularly writes and records his music and successfully released a CD on an independent label. He co-wrote a jingle for Dell Corporation with the members of the Grammy-winning band America, and has performed with them both on stage and in the studio.

Prior to founding Optek Music Systems, he held an engineering position at United Technologies, Inc., in which he specialized in composite moldings and laminates.

Shaffer holds a bachelor's degree in Mechanical Engineering and Economics from the University of Connecticut and received his J.D. from Northeastern University School of Law in Boston, Mass. He is currently admitted to practice law in the Commonwealth of Massachusetts.

In 1981, prior to attending the University of Connecticut, Shaffer received a Congressional appointment to the United States Air Force Academy. He is a certified flight instructor and commercial pilot and has taught flight instruction for more than 20 years. He has four children and lives in Reno, Nev.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com



FRETLIGHT® GUITAR

FRETLIGHT QUICK FACTS

- Fretlight Guitars are premium acoustic and electric guitars that include the world's only built-in LED learning system. Fingering positions for chords, scales, songs and riffs light up where players need the information most, right under their fingers.
- Fretlight represents the most significant breakthrough innovation to advance the process of learning to play guitar, the methods for which have not changed since the 1950s. The Fretlight is the world's easiest guitar to play, enabling players of all levels to get there faster while having more fun in the process.
- The Fretlight Guitar and learning system uses interactive instruction and video lessons to enable guitar players at every level to learn up to 10 times faster than ever before possible.
- Statistics show that 80 percent of people who start to play guitar eventually give it up because of the slow, difficult and often frustrating process of learning to play – the Fretlight Guitar breaks down these difficult barriers and allows players to see positive results faster with a more enjoyable journey.
- The Fretlight Guitar enables players to concentrate on the neck of the guitar, eliminating the back and forth routine from traditional books and diagrams.
- The Fretlight Guitar truly has something for every level of player. Ideal for beginners wanting to play their favorite riff fast, to advanced players looking to audition new scales and improvise new solos.
- Optek Music Systems, Inc. of Reno, Nev. is the exclusive manufacturer of Fretlight guitars. Optek founder Rusty Shaffer, a mechanical engineer and avid guitar player, invented the Fretlight in 1987.
- Fretlight Guitars range in price from \$299.99 to \$899.99.
- Fretlight Guitars come with free with Fretlight Studio Software, Beginner 101 & 102 interactive video lessons and the Hal Leonard Fretlight Ready Lennon & McCartney play-along video.
- Fretlight Guitars are beautifully-crafted, great-sounding guitars.
- Optional Fretlight Ready GuitarPro 6 software allows thousands of free tabs to be downloaded from the internet and played on the Fretlight Guitar.
- Dozens of interactive instructional videos are available for the Fretlight Guitar that feature songs of some of the best-known artists in popular music.
- Fretlight guitars are sold online at fretlight.com, as well as through select music retailers nationwide.
- Fretlight provides live chat, product support and online customer service for players at every skill level.

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com



FRETLIGHT® GUITAR

FRETLIGHT Q&A

What is the concept behind the Fretlight guitar?

Fretlight guitars are beautifully crafted, guitars with one ingenious difference: they are equipped with LED lights built into the fretboard that show the player where to put their fingers to play chords, scales, tablature, songs and familiar riffs.

How does the learning system work?

The guitar uses a combination of software and video instruction to dramatically simplify and accelerate the learning process. The video lessons can be slowed down and looped so fingerings can be practiced at a comfortable pace, building instant muscle memory, retention and confidence.

When was the Fretlight invented?

Rusty Shaffer, an avid guitar player and mechanical engineer, invented the Fretlight guitar in 1987, inspired by his vision of a guitar that would speed-up the learning process by lighting up notes, chords and scales right on the fretboard, showing you exactly where to place your fingers.

Is Fretlight only for beginner guitar players?

Definitely not. Every Fretlight guitar includes instructional software and video lessons designed for players at all skill levels, from a beginner learning their first song to an advanced player mastering an Eric Johnson solo.

How much does a Fretlight guitar cost?

Fretlight guitars, including the complete learning system, start at \$299.99 for the FG 507 Fretlight acoustic. The new FG-500 series also includes five electric models: Standard, Traditional, Vintage, Classic and Pro, ranging in price from \$399.99 to \$899.99.

Where are Fretlight guitars sold?

Fretlight guitars are currently sold online through fretlight.com, and through select guitar and music specialty retailers nationwide.

What do you need to start learning with a Fretlight guitar?

A PC or Mac is all you need. Each Fretlight guitar comes complete with Fretlight Studio Software, Beginner 101 and 102 interactive video lessons, plus the Hal Leonard Fretlight Ready Lennon & McCartney interactive play-along video. In addition, thousands of song tabs can be downloaded from the internet and learned on the Fretlight guitar using the optional Guitar Pro 6 Fretlight Ready software.

What songs can be learned from the videos available from Fretlight?

Fretlight offers an extensive catalog of instructional videos featuring songs by Stevie Ray Vaughan, David Gilmour, Eric Clapton, Bob Seger, The Doors, Nirvana, Van Halen, Aerosmith, Jimi Hendrix and many other guitar heroes, plus videos dedicated to songs in a variety of genres, including acoustic, rockabilly, blues and classic rock and more.

What do "real guitar players" think about the Fretlight?

They love it. The Fretlight has drawn rave reviews from seasoned guitar players and alike. Guitar World magazine bestowed its prestigious Gold Award for performance to the Fretlight guitar, proclaiming, "using a Fretlight guitar with Fretlight-ready Guitar Pro 6 software is easily the fastest and most effective way to learn how to play songs and expand your scale and chord vocabulary."

2013 PRESS KIT

Media Contact: Spencer Harrison, French | West | Vaughan, 919.277.1169, sharrison@fwv-us.com

www.fretlight.com