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PRESS RELEASE

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Award-Winning Industrial Designer and Rock & Roll Legend Collaborate to Design Revolutionary "Open-Architecture" Electric Guitars and Basses

The Initial Product Offering from RKS Guitars Includes Three New World-Class Guitars and an Electric Bass Designed for Both Music Enthusiasts and Professional Musicians

Thousand Oaks, CA, January 15, 2004 – RKS Guitars™ (www.rksguitars.com), co-founded by Ravi Sawhney, CEO of RKS Design (www.rksdesign.com), and Rock and Roll Hall of Fame inductee Dave Mason (Traffic, Derek and the Dominoes, Fleetwood Mac), today announced a new line of electric guitars and basses after over three years of development. The new guitars and basses, which introduce the concept of the "open architecture" instrument, are designed to appeal to the music enthusiast and professional musician alike.

Background

The first mass-produced electric guitar was introduced by Leo Fender in 1950 and has remained virtually unchanged for over 50 years...until now. The new guitars and basses from RKS Guitars all utilize a "neck through body" construction, aluminum or wood ribs, and molded body shells, creating a revolutionary approach to the look and function of the electric guitar. And while there have been both hollow and solid body designs in the past, the new models from RKS Guitars are the first-ever, open-ended, hollow body electric guitars and basses. These instruments combine the best attributes from both designs...they possess the sex appeal and durability of a solid body design and the sound, resonance, and subtle qualities of a hollow body design.

The design solution approached the idea of a guitar or bass as a traditional form, with a central structure to support the strings, ribs to transmit the string vibrations to the body, and a fluid body shape. The designs evolved through a series of full-scale mockups to include a central core, aluminum or wood ribs, and an open body structure that allows body shells and ribs to be changed, whether to merely change the color, underlying materials, or finish of the body, or to completely change the shape of the body. Another unique feature is a removable pick guard that provides easy access to the pick-ups and internal electronics of the instruments so that they can be changed to suit the specific needs of the musician.

"The collaboration between the RKS Guitars design team and Dave Mason has been highly synergistic. By switching roles with me and members of my design team as the musician and with Dave as the designer, we've had a chance to see things from the other person's point of view and the end results have been truly magical," said Ravi Sawhney, CEO and co-founder of RKS Guitars. "Having a true rock and roll legend such as Dave involved in the project not only adds a substantial level of validation to what we are doing, but he has been able to give us the benefit of his many years of experience as a world-class guitar player to help us create an instrument that is now being sought after by some of the biggest names in the music industry as their guitar of choice," he added.

"Working with the designers at RKS Guitars has been an amazing experience," said Dave Mason, co-founder of RKS Guitars. "I've been involved with the design team from the start and I'm known around the design studio as the 'not yet' guy. That means, they keep bringing it to me and I go, 'it's cool, but...not yet. Take it back and do this.' In short, my job is to take the designs and actually make them sound, work, and feel the way a guitar should feel and sound to a professional musician. So this guitar now is no longer in the league of being a guitar that you would go out and buy for your kid. This is a guitar that you will go out and play in concert. It truly is a professional tool," he added.

The RKS Guitars Product Line

The initial line-up from RKS Guitars consists of three electric guitar models and an electric bass. The three guitar models include the "Classic™," the "Wave™," and the "Boomerang™." Each of the models will ultimately have their own unique variants. There are currently 10 variations of the "Classic" available including the *RKS Natural™*, *RKS Ruby Baby™*, *RKS Hell Fire™*, *RKS Chrome Molly™*, *RKS El Sol™*, *RKS Dark Star™*, *RKS X-Ray™*, *RKS Ghost Flame™*, *RKS Gold Rush™*, and *RKS Stars and Stripes™*. Details will be released shortly on the availability and variations of the Wave, Boomerang, and RKS Bass.

Pricing

Prices for models in the Classic line range from \$3,500 to \$10,000 for guitars hand-made in the United States. Pricing for the Boomerang, Wave, and RKS Bass product lines will be released shortly.

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About RKS Guitars

Established in 2001, RKS Guitars is dedicated to pushing the envelope of design of electric guitars and basses. Co-founded by world-renowned industrial designer Ravi Sawhney and rock and roll icon Dave Mason and staffed by music and design fanatics, RKS Guitars designs and develops instruments that capture the spirit of music and provide a lifetime of enjoyment as well as a sound investment. The company is headquartered in Thousand Oaks, California. For more information, visit the RKS Guitars web site at www.rksguitars.com, or contact the company directly at 805-370-5858 or via email at info@rksguitars.com.

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