



Musical instruments and accessories

For Immediate Release

Baie D'Urfe, Canada October, 2008 --- Coast Music, A division of JAM Industries becomes exclusive distributor of Schaller in Canada as of December 1, 2008. "We are delighted with this new arrangement and believe that we share the same goals with Schaller", says Coast Music Vice President Manuel Senra. "We are certain that with this exclusive partnership, we will be able to maintain the levels of inventory to meet customer demands across the country; provide a level of customer service that is vital and advance the Schaller brand across Canada."

"Schaller's mission is to make available to its customers, the entire product range," says Schaller Electronic Managing Director, Dr. Lars Bünning." The only way to be confident that this can be achieved is through single distribution partners in every country. August 2008 was the start of the first model in Germany with the distribution company GEWA. We are now proud to add Coast Music to represent Schaller in Canada; a company that has tremendous reach across the country with a strong professional sales force and immense business integrity."

About Schaller Electronic

For over 60 years Schaller Electronic has been manufacturing parts that every guitar worth its salt would feature Schaller components. These included such guitar manufacturer as Gibson, Fender, Ovation, Paul Smith and C.F. Martin. Craftsmanship and state-of-the-art manufacturing techniques have been essential in meeting the high standards demanded by Schaller and its customers. All individual components are machined in-house, from zinc die-casting to lathe turning to precious-metal surface treatment. A team of qualified experts is responsible for the delicate assembly work. Whether craftsmanship or mechanical high-tech - Schaller stands for the highest quality, right down to the smallest detail. Combining proprietary innovations with the needs of their customers has always been part of the Schaller tradition.

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