

# REAMP® V.2

Press Release / January 1, 2011

## John Cuniberti Announces Agreement to Sell Reamp Business to Radial Engineering Ltd. in Canada.

Oakland, CA - January 1, 2011 - Recording engineer John Cuniberti announced today that he has signed an agreement to sell his Reamp patent, trademark and all business assets to Radial Engineering Ltd, a leading manufacturer of products used by audio professionals and musicians around the world. Financial terms were not disclosed.

As part of the agreement Radial will continue to build the Reamp with the same transformer and circuit found in Cuniberti's current V2 design.

Radial has also agreed to maintain customer support for previous Reamp customers.

*"When I built my first Reamp in 1994, I insisted on using the very best components available", said John Cuniberti, owner of the Reamp. "This 'no compromise in quality' commitment continued for seventeen years with only a few modifications along the way. Unfortunately, however, the rising cost of manufacturing in the US forced me to make a decision about whether to lower the build quality of the Reamp or find a company who could both maintain the quality and at the same time expand its customer base. Because I already had an ongoing patent agreement with Peter Janis, president of Radial, I felt comfortable approaching him with the sale idea. I can't think of a better company to continue the Reamp brand. It fills out their line of other reamping devices making Radial the go-to store for reamping."*



### About Reamp

Since 1994—when recording engineer John Cuniberti designed and built the original prototype—the Reamp® has helped artists and engineers expand their creative scope. The Reamp converts balanced +4 audio that is typically found in professional recording equipment into a high impedance signal that is common to a guitar pickups output. It allows an engineer to feed a guitar amplifier from a previously recorded track into an amp any time after the performance. It's also useful for interfacing guitar stomp boxes to recording consoles so they can be used as outboard effects. The list of Reamp users is a who's who of recording artist such as, The Rolling Stones, U2, Aerosmith, Joe Satriani, Tom Petty, Green Day and Metallica to name a few.