

SnakeBytes

OFFICIAL NEWSLETTER FOR PEDALSLNAKE >> A STAGE MAGIC PUBLICATION >> SPRING 2005 VOLUME 2, NO. 2

PedalSnake® Jams at the NAMM Show



Exhibiting at NAMM for the first time, PedalSnake found itself in good company, in fact, a lot of good company. At the conclusion of the show, NAMM announced final registration and exhibitor numbers for the 2005 NAMM Show. They reported a grand total of 78,091 registrants. The organization had previously announced breaking the all-time record of exhibitors with 1,428 companies taking space at this year's NAMM Show. International attendance grew substantially with a 10 percent increase for a total of 8,416 registrants from 91 countries.

At the 2005 gathering, the record crowds marveled at the latest musical instruments and products, attended valuable seminars and saw many artists and celebrities, all while experiencing the sunny weather and warm hospitality of Southern California.

"The NAMM Show was absolutely awesome," said Jody Page, PedalSnake President. "From the beginning of the show Thursday morning to its end on Sunday we had a consistent flow of traffic. In general people were amazed at the quality of PedalSnake, and our simple 'before and after' pedal board setup really drove home the essence of just what PedalSnake is all about - the ultimate FX pedal cabling solution."

"Our goal was to build product awareness with MI customers, and that's exactly what we accomplished," adds Page. "From our-

one-on-one dealer meetings to our spirited jam sessions, which always attracted crowds, NAMM was a huge success. We are still following up with dealer and distributor leads that were generated at the show." ●

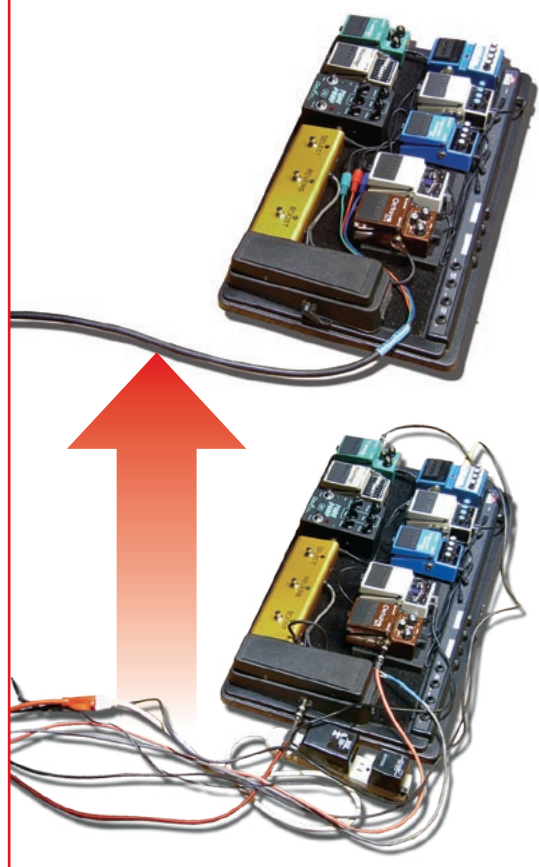
Harris Teller Distributes PedalSnake®

"We are delighted to have such a prestigious company carry our product line," says Page. "With over 8,000 music stores on their books, Harris Teller has the level of market penetration that we were looking for in a distributor."

George Selsky, Harris Teller Guitar Accessory Purchaser adds, "PedalSnake is a no-brainer, being a guitar player myself, I instantly recognized the value in the PedalSnake concept. With a growing trend towards guitar players going back to stomp boxes, PedalSnake offers a simple and elegant solution for cleaning up the cable mess." ●



PedalSnake®
ULTIMATE FX PEDAL CABLING



IN THIS ISSUE

- PedalSnake® Jams at Winter NAMM 1
- Harris Teller Distributes PedalSnake® 1
- Legendary Blues / Rocker Pat Travers Endorses PedalSnake® 2
- Flint Gets Bitten By PedalSnake® 2
- Finding Core is Snake Equipped 3
- Why Should I Carry PedalSnake® 3
- PedalSnake® and Pedaltrain Form Strategic Alliance 4

Flint Gets Bitten By PedalSnake

Strong, hard and powerful. This describes the music of Flint. Formed in 1999 in Windsor, Ontario with Gary Mclean on lead vocals / bass, Jay Pickering on guitar / vocals and Marc Dalzell on drums / percussion. Flint's music is a combination of head banging rock and roll with contemporary noise, and melodic undertones.

"I first became aware of PedalSnake from an ad in *Guitar Player Magazine*," says Pickering. "I've struggled with my pedal rig for years, trying out different pedal combinations, while trying to keep my cable mess to a minimum. With PedalSnake, not only have I cleaned up the cable chaos, I am now free to try new pedals with different

power supplies on the fly, by simply swapping pigtails. PedalSnake is now a permanent part of my rig and I couldn't be more pleased with how quick and easy my setup is now."

Flint's debut album, *Smoke and Mirrors* was released in October 2004 on the Phoenix 5 label and has broken nation wide, with their single "Ahh" and is receiving Canadian airplay. Their supporting music video directed by noted Gavin Booth of *Mimetic*, who also has produced *Third Eye Blind*, is in rotation on *Much Loud*. "Gary, Jay and Marc are some of the most determined people I've met in this industry", say Gavin. "To top it off, they are extremely down to earth and a pleasure to work with. Their professionalism

is exceeded only by their song writing and passion for performance." ●



"Music is our livelihood and we can't afford to compromise our equipment, with PedalSnake we don't need to – it's the most innovative pedal cabling solution I've ever seen."

Legendary Blues / Rocker Pat Travers Endorses PedalSnake



"Tone is everything and PedalSnake is totally transparent with absolutely no distortion, it's an incredibly well thought-out piece of engineering..."

The Pat Travers Band has been at the forefront of the blues scene for almost 30 years. A former poster boy on the cover of *Guitar Player* magazine, Pat is a true guitar hero and has attracted many players over the years that share his love of tone and emotional phrasing. Pat's signature tunes include "Boom Boom", "Snorting Whiskey" and "HotShot". While touring and supporting his latest releases, Pat is impressing old and new fans alike. With engagements all over the US and Europe, recent tours have featured such well-known guitarist as Jeff Watson of Night Rangers, Rick Derringer, and Tim Keiffer of Cinderella.

According to PedalSnake President Jody Page, "We are working with Vox to design a new PedalSnake PowerOption for Pat's Vox Tone Lab pedal. After the design is complete, the 4pinDIN power plug and will be available to the public with Custom

PedalSnakeCS orders. Other high-current pedals, including many Digitech processors, use this type of power jack. "

Mark Jones, the bands current guitarist was introduced to PedalSnake at the recent NAMM Show. "I had seen ads in *Guitar Player Magazine*, but seeing PedalSnake in action was a real eye opener," says Jones. "It's an incredibly well thought-out piece of engineering—one only a guitar player could design. I played the guitar with the PedalSnake rig and could not detect any change in tone or hear any audible distortion. It's so quiet, it's scary. I turned the amp and guitar to full volume and there was absolutely no noise. The other obvious advantage is having a clean stage. We do a ton of gigs where stage space is at a premium, so it's nice to get rid of all the cable mess and to make our setup quick and painless." ●

Finding Core Is Snake Equipped

Living the dream, Finding Core is determined as a band to enjoy making a lifelong career out of the music. Based in Ontario, Canada, the band is working towards label representation, a publishing deal, and securing global distribution.

Finding Core's music is described as and is labeled as Power Rock. The band has a very radio-friendly sound, featuring melodic vocals, emotionally driven lyrics, powerful guitars, rhythmic percussion and super sonic bass. Featuring Todd Lenover on lead vocals and rhythm guitar, J.Z. Taine on bass / vocals, Eric Broadbent on lead guitar / vocals and drummer Gary Gehl, the band is composed of musicians that have been deeply rooted in the music scene for well over a decade.

"As a group, we've always strived to stay ahead of the technology curve," says guitarist Eric Broadbent. "When something new comes on the market that will enhance our performance, we take a serious look at it. PedalSnake is that type of product. With two guitars and a bass, we were continually dealing with cable clutter on stage until we came across PedalSnake. Now, we're done with the cable mess and the stage is free of extension cables and power supplies."



Finding Core has performed at many shows over the years, including several popular venues such as world renowned Harpos Concert Theater, in Detroit Michigan. Their hard work has landed them on the same bill with popular bands like I Mother Earth, Seether, Default, High Holy Days, Ronnie James Dio, Ian Thornley, Anthrax, Fireball Ministry and more! ●

DEALER CORNER

Why Should I Carry PedalSnake?

IT'S A HOT NEW PRODUCT

Guitarists worldwide are raving over PedalSnake — the Ultimate FX Pedal Cabling Solution. PedalSnake solves all the problems ever associated with using stomp-boxes—the cables—which add to a rig's setup time, and create a messy appearance.

NEW PATENTED TECHNOLOGY

PedalSnake® is Stage Magic's patented "all-in-one" FX pedal cable that replaces the cable mess between a guitarist's pedals and amp. One specially shielded "snake" cable carries all guitar audio, low-voltage FX-pedal power, MIDI, footswitch lines, and more—making PedalSnake an impressive time-saver that also provides an ultra-clean stage appearance.

PROFITABILITY

PedalSnake offers high margins, prompt pay discounts, and qualifying free-freight programs. Because pedals become so easy to use, PedalSnake also leverages your sales of pedals. Likewise for pedalboards, and amps with FX loops. And remember—PedalSnakeG2 buyers will walk back into your store every time their rigs change—to purchase new G2 Pigtales. The Bottom Line: PedalSnake will increase your bottom line.

CUSTOMER SUPPORT

www.PedalSnake.com provides Dealer's with an Ordering Guide, User Guide, and the first "one stop" resource for pedal education and noise elimination. Printed literature and salesman pocket cards are also available. PedalSnake advertises in the leading guitar publications and has a dedicated PR effort to get the word out—the buzz has started.

QUALITY

PedalSnake employs high-quality, twisted-shielded-pair microphone cable, specially wired to allow GuitarLines and PowerLines to run within a single snake, eliminating crosstalk and noise. The patented design ensures no distortion and no tone coloration. PedalSnakeCS models, the traditional "one piece" PedalSnakes, are hand-built in the USA, and use protective shrink-tubing over every pro-soldered connector.

SERVICE

All PedalSnake products are warranted for period of one-year against any defects in workmanship or parts. In the event of a defective product (none-to-date) Stage Magic will cheerfully replace the unit. ●

DEALER SALES TIPS

- 1 Setup a visual demo. Customers want to see PedalSnake to believe it. The best uses: pedals of 2 voltages, amp w/ FX Loop and wireless.
- 2 Have your sales force use PedalSnakes when they play out, so they can testify to the Magic.
- 3 Be sure to show how fast PedaSnake will setup and tear down.
HINT: Color-code all connection points.
- 4 Reduce Poblems: "Avoiding Hum" is a must for all pedal-people (in the online Ordering Guide). ●

PedalSnake and PedalTrain Form Strategic Alliance

PedalSnake and Pedaltrain have announced a joint effort to offer a pedal management system that will forever change the way guitar players use FX pedals. When combined as a system, these two unique products provide a cost-effective and incredibly efficient answer for mounting and connecting FX pedals, without the cable mess associated with traditional FX pedal rigs.

“While both companies will remain separate entities, we are approaching this union from a marketing point-of-view, encouraging guitar players to consider PedalSnake and Pedaltrain as the definitive pedal management system,” says PedalSnake President Jody Page. “Offering the complete package – Pedaltrain is the best pedal board on the market and PedalSnake is the ultimate stomp box cabling solution. I am convinced that every guitar player who is a fan of FX pedals will benefit from this strategic alliance.”

“Guitar players from all over the world say we have the best pedal board out there,” says

Pedaltrain President John Chandler. “From the onset, we’ve concentrated on quality as well as convenience. We have never offered the “do-everything kit” that comes with other pedal boards. This straightforward approach has always been our direction and one of the main things that sets us apart from the competition. This is where PedalSnake comes in – not only do they have the hot, multi-line guitar snake, that everyone is talking about, but they also offer a complete line of power and connection adapter cables that are the best we’ve seen.”

“Guitar players from all over the world say that PedalTrain and PedalSnake are the best pedal rigs available...”

PedalSnake is the patented all-in-one snake that replaces that “cable mess” that runs from a guitarist’s pedals (frontline) to the amp (backline). Guitar cords, foot switch cables, MIDI cables, XLR lines and even low voltage power lines are all provided in one flexible

snake that easily coils up in a pedalboard case. The entire concept is based upon a noise-free, patented wiring scheme. Over the past year, PedalSnake has been receiving rave reviews from guitar players around the globe.

Pedaltrain is an elegant, “no frills” pedalboard that comes in three versatile models with an attention to quality and durability. A polished black metal platform is tilted at the appropriate angle for effortless foot switching and there is enough storage underneath the board to accommodate a PedalSnake. Large slots in the top face allow cables to easily pass through to the bottom to be neatly tied-up and concealed.

“With all the awesome stomp boxes out there now, we’re proud to offer the best of both worlds,” says Chandler and Page. “With both companies focused on the FX pedal solution, we’ve got the premier FX pedal management system on the market. This is why the PedalSnake–Pedaltrain system concept will become the de facto standard.” ●

All editorial and advertising inquiries should be referred to:

Jesse Walsh

IMMEDIATE RESOURCE GROUP

(310) 301-9676

jessewalsh@earthlink.net

STAGE[®]
MAGIC

Stage Magic Sales • (919) 828-7652

Dealer Inquiries Invited • Credit Cards Accepted

www.pedalsnake.com

PEDALSNAKE WORKS WITH ANY FX PEDAL RIG