



Asterope News Release

GUITARIST LEGEND DAVID GRISSOM SELECTS ASTEROPE INSTRUMENT CABLES AS CABLE OF CHOICE

AUSTIN, TEXAS, October 4 , 2010... Asterope today announced that legendary guitarist David Grissom has selected Asterope instrument cables as his cable of choice for performances and studio recordings. Grissom recently tested the Asterope cable against his previous favorite, a cable he had used for more than seven years, before switching to Asterope.

In addition to his solo recording career, David Grissom has recorded and toured with a wide variety of other legendary artists. He is known for his early work with Joe Ely, after which he went on to perform with John Mellencamp. He then formed the critically acclaimed Storyville. He has toured or played with the Allman Brothers, the Dixie Chicks, John Mayall,

Robben Ford, James McMurtry, Montgomery Gentry, Buddy Guy, LeeAnn Womack and Martina McBride.

“A friend recommended Asterope to me,” said David Grissom. “I was very skeptical about ‘yet another cable.’ When I A/B’ed it against my favorite cable – one I had been using for seven years – I could hear a big difference. Asterope was the clear winner. It has warmer, fatter highs and clearer lows. Today, I use Asterope every time I play.”

“David Grissom represents the type of iconic artist that is becoming the hallmark of our brand,” said Dariush Rad, Asterope founder and CEO. “Our goal as a company is to provide musicians with the best sound possible and to help them experience their music in a whole new way.”

David Grissom now joins a number of elite musicians who have selected Asterope as their cable of choice, including Bob Babbitt, GRAMMY® Award-Winning Motown bass player, and Jack Pearson, renowned guitarist for the Allman Brothers.

Asterope instrument cables are available in 6-foot, 10-foot, 15-foot and 20-foot lengths, as well as 1-foot and 3-foot patch cables. Pricing begins at \$89 for a 6-foot instrument cable.

Asterope introduced its full line of instrument cables earlier this year and has received rave reviews from professional musicians and enthusiasts. The company also introduced a line of RCA Component Interconnect Cables, designed for recording engineers and home audio enthusiasts looking for a remarkable sound quality at previously unavailable prices.

Asterope cables are designed and manufactured in the United States. The full line of cables is available directly from Asterope at www.asterope.com, as well as selected dealers throughout the US.

About Asterope:

Asterope, LLC is an innovative audio cable technology company specializing in products designed for the music, pro audio and high-end audio markets. Headquartered in Austin, Texas, the company offers unique products using breakthrough technology for musicians, engineers and audio enthusiasts. The company can be followed on Facebook, Twitter and at: www.asterope.com.

Asterope... Feels Good, Sounds Better.

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