

March 2, 2009

PRESS RELEASE



Slammin' NAMM For Anvil/Calzone Cases

The recent NAMM tradeshow held in Anaheim, CA was the forum for celebrity performances and mayhem in Booth # 4849, as well as exciting new product launches from the leaders in protection, Anvil Cases and Calzone Case Company. Exhibiting in their familiar spot across from Monster Cable, Calzone Case Company chose NAMM 2009 to unleash their *iSeries* line for Band/Orchestra instruments, as well as racks and cable trunks.

Designed to bridge the gap of quality vs. price in the U.S. market, the introduction is big news for customers who aspire for a Calzone Case, but think it is beyond their budget. An import line of musical instrument, rack and DJ cases, *iSeries* is poised to take its place alongside other industry standard case products from Calzone. Standard features include ATA style construction, ABS Covering, 1/4" or 3/8" plywood, Ribbed Double Angle aluminum frame, Tongue and Groove Valance, Heavy Duty Steel Ball Corners / Recessed Twist Latches, and plush covered molded interiors. Wheeled cases are available for larger models.

Also prominently featured at NAMM was the companies' newest lightweight material, XLT15, a polypropylene tri-laminate that offers a

(continues)

quantum leap in strength and weight reduction. XLT15 can be built to your custom specifications in 3/8” thickness in both Anvil and Calzone construction styles. Standard features include a full-length steel piano hinge (when specified), tapered aluminum edging, tongue-in groove valance, steel split rivets, and steel recessed handles, recessed latches and ball corners (size permitting).

While the products were front and center throughout the show, Joe Calzone did call on old friend and rock legend Carmine Appice to once again bring his SLAMM performance to the Anvil/Calzone booth at NAMM. Friday and Saturday afternoon, Appice and Co. drummed on trash cans, cases, and everything else within their reach – until the Noise Police showed up, each time shutting down the show with the attendees wanting more! Other artist sightings in the booth included Bernard ‘Pretty’ Purdie, on hand to mingle with visitors and autograph his latest CD’s and DVD’s. Other products shown by the companies included their standard line of ATA/Escort cases, as well as Case Wraps, an ingenious method of imprinting high-resolution graphics on to Anvil and Calzone cases. Tough as nails, Wraps provides a colorful alternative to traditional case exteriors.

Anvil and Calzone Cases are the only American case manufacturers with a national presence (three production/service centers in the USA) and that offer a lifetime warranty on all case products. With over 75 years of combined history, they are also the most experienced case providers on the planet. For more information on Anvil Case and Calzone Case Company products, visit www.calzonecase.com and www.anvilcase.com, or call 800/243-5152.