



PAINTED AXE

**Customized Painted Guitars
& Guitar Controller Faceplates**

September 1, 2009

Indianapolis - Painted Axe is pleased to announce the completion of a three-guitar package for Jay Goldberg Events & Entertainment by delivering the custom-painted guitar and matching guitar-game controller for the Illinois Blues Festival.

"We are extremely proud of the finished products and pleased by the feedback we've gotten from them," said Michael Gauf, of Painted Axe. "The project with Jay Goldberg Events & Entertainment provided an exhilarating challenge: To capture and portray the excitement, setting and history of these unique events."

The customized package for Jay Goldberg Events & Entertainment began with the Summer Camp Music Festival in Chillicothe, IL. It was followed up by a set for Peoria's Grand Nationals Weekend, one of Illinois' largest motorcycle festivals on August 22. Painted Axe just finished a set for the 21st Annual Illinois Blues Festival, set for Sept. 4-5 in Peoria, IL. (Download a pdf of the package at http://www.paintedaxe.com/publicity/PA_JGEE.pdf.)

"Whether auctioned off or given away, some lucky fans got their hands on one-of-a-kind instruments and unique event memorabilia," said Gauf.

Painted Axe currently is working on a custom painted guitar for the Legendary Rhythm & Blues Cruise's October Pacific cruise and customized guitar game controllers for L.A.'s Ronnie North.

Jay Goldberg Events & Entertainment

Jay Goldberg Events & Entertainment is an event production and promotion company established in 1971. Producing small club-level concerts, arena level concerts, multiple-day music festivals and trade shows, Jay Goldberg Events & Entertainment truly strives to provide events and entertainment for all walks of life. For more info, please visit www.jaytv.com.

Painted Axe

Based in Indianapolis, Painted Axe specializes in custom-painted guitars, creating highly unique, distinctive and personal instruments. Clients range from soon-to-be brides and autograph collectors to musicians and special festival coordinators. For more on Painted Axe, call 317-273-8030 or email info@paintedaxe.com. Also visit

<http://www.PaintedAxe.com> or <http://www.myspace.com/paintedaxe>.