



# PAINTED AXE

## PRESS RELEASE

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### Painted Axe on Board with Legendary Blues Cruise

Painted Axe has agreed to produce an exclusive custom-painted guitar for the summer Backbone of the Blues Tour and the October 2008 Legendary Blues Cruise.

"This is our second year with the Legendary Blues Cruise and we are primed to top last year's efforts," said Michael Gauf, of Painted Axe. "The design work for this year's guitar is already underway. And, from the looks it and what we have in store, October cruisegoers will be in for quite a treat."

The Painted Axe guitar will be part of the silent auction on board ship; and auction benefits raised go to the Blues Foundation and others. In addition to the unique artwork, the guitar will be autographed by some of the leading performers on the October cruise.



"We are proud to be to be working with such a successful and legendary company," said Gauf. "It is clear the money raised through the Blues Cruise's efforts is going to make a difference. And, we are very pleased to be a part of it."

Painted Axe, based in Indianapolis, specializes in custom-painted guitars, creating highly unique, distinctive and personal instruments. Clients range from performers and autograph collectors to special event and festival coordinators. The company also customizes Guitar Hero Les Paul guitar faceplates.

#### About Legendary Blues Cruise

The Legendary Blues Cruise is the worlds only fully chartered blues cruise. The company can be reached at 1-888-258-3746 or at <http://www.BluesCruise.com>.

#### About Painted Axe

Painted Axe, based in Indianapolis, was founded in 2004 by Michael Gauf, who also owns a web development company. The company can be reached at 317-273-8030. Visit Painted Axe at <http://www.PaintedAxe.com>.