



PAINTED AXE

Rescued & Renewed Guitars

PRESS RELEASE

May 17, 2007

Painted Axe Books Commission with the Blues Cruise

Painted Axe has teamed up with the Blue Cruise to produce a custom-painted guitar for the Summer 2007 Backbone of the Blues Road Tour and the October 2007 Blues Cruise.

A Fender Toronado has been selected and will feature several of the October 2007 Blues Cruise performers inked. It is our hope that all the performers featured on the guitar - at the very least - will autograph it to make a real prize for the on-board auction.

"We can absolutely have the guitar signed in the first Autograph Session on the ship," said Scott Burnett of the Blues Cruise, "and feature the guitar in our Live Silent Auction the last day of the cruise. This year's silent auction (January) brought in over \$18,000 for the Blues Foundation, Music Makers and Gimme Five!"

"I am very excited about our relationship with the Blues Cruise," said Michael Gauf of Painted Axe. "Not only is the Blues Cruise and its silent auction a very worthwhile cause, but we are ecstatic about branching our name out into a new area. Obviously, we hope this is the first of many guitars we customize for the Blues Cruise and other entertainment opportunities, festivals, concert tours and more."

The Blues Cruise, the World's Only Fully Chartered Blues Cruise, can be found 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>.