

For Immediate Release

Greg Koch – Ultimate Guitar CD's

Greendale, WI USA – September 21, 2004 –**RockIt Records and Recording™**, A Division of Heavygunz Enterprises Inc; is pleased to announce finalization of a distribution agreement with guitar slinger extraordinaire, **Greg Koch**. The agreement currently assigns distribution rights for several of Greg's early recordings, including "**Greg Koch and the Tone Controls**" (1993), "**Double The Gristle**" (1997), and "**Past And Present 1993-2000**" (2000). Additional titles, including a new live album, will be added in the near future.

RockIt Records heartily welcomes the addition of Greg to their roster of distributed artists. Koch (*rhymes with chalk*) has a most impressive list of performing and recording credentials, including his two most recent releases on **Steve Vai's** Favored Nations label. In addition to performing with his own band '**The Tone Controls**', Greg's work as one of the most highly regarded clinicians for **Fender® Musical Instruments** and as the worlds best selling author of guitar training DVD's and books for **Hal Leonard Publishing**, allow him to perform for a wide array of audiences worldwide.

Previously long out of print, each of these early CD's stands individually as a fantastic musical release and collectively they display and document Greg's evolution and development as a world renowned, technically superb guitar player. The seminal and eponymous "**Greg Koch and the Tone Controls**" broke the ice in 1993 and turned more than just a few heads with the guitar virtuosity. "**Double The Gristle**" released in 1997 delivers twice the punch as a 2-CD set. A studio disk continues to demonstrate Greg's technical guitar prowess while the second disk, recorded live, captures the mayhem, energy, humor, and pure mastery of Koch's live performances. "**Past And Present**" is, as the name suggests, a compendium of works recorded between 1993 and 2000.

If you have not yet heard Greg Koch play guitar, these CD's provide an absolute mind-blowing opportunity. Peppered with tasty vocals and featuring some of the most amazing electric guitar you will ever hear, Greg and his Tone Controls combine blues, jazz, chickin-pickin, and straight ahead rock in a way that defies explanation. Koch's own description may be the best:

"Imagine Chet Hendrix meeting the Kings - Albert, Freddie, and B.B. – at the first annual Zeppelin/Holdsworth Coffee Guzzlers Hoedown."

Greg's CDs are available online at <http://www.rockitrecordsusa.com/catalog/GKoch.php>. Music Journalists, Music Program Directors, Retail Outlet Buyers, and Music Resellers should contact RockIt Records to receive wholesale pricing and promotional copies for consideration.

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