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FOR IMMEDIATE RELEASE

Basso Selects RBI Music for U.S. Distribution



Rhythm Band Instruments, LLC www.rbimusic has been named the exclusive U.S. distributor for Basso guitar and instrument straps by Basso Couros e Artefatos, the leader in the Brazilian strap market. Basso guitar straps are hand made in Brazil, and are the best-selling guitar straps in South America. The company has produced over three million straps to date. Basso's headquarters is strategically located in the center of technology and leather production in Brazil.

Basso was founded in 2001 by Marcos Basso, a musician and leather chemist with a Masters Degree in Engineering. His family has been in the leather and tanning industry for over 50 years. The company's philosophy is that the guitar strap is an extension of each musician's musical expression and has dedicated itself to the perfection of the guitar strap for many years. Each unique and proprietary Basso strap design is rigorously road-tested by professional musicians for months before being approved and released.

Brad Kirkpatrick, President of Rhythm Band, announced the addition of Basso straps to the company's lineup of quality MI gear. "While Basso straps are relatively unknown in the U.S, we believe that will be temporary. The quality of the company's product is exceptional, and their pricing provides tremendous value for those who make some, or all, of their living playing. We couldn't be more excited to be representing this brand in its expansion into the world's largest market."

Rhythm Band Instruments has been distributing musical instruments and music education material from Fort Worth, Texas for nearly 60 years. In 2009, the company acquired the Boomwhackers® brand of tuned musical tubes and, in 2016 it bought the Toca Percussion® brand of hand percussion instruments. Last month, Grover Pro Percussion® became the latest addition to the company's world-class brands. RBI also exclusively distributes a number of quality brands world-wide via RBI Music.

Said Marcos Basso, "We believe that RBI provides us with the best opportunity for aggressively entering the vast U.S. market. Working closely together, we expect to be very successful in introducing the full line of Basso leather, synthetic and Eco-straps for the discerning US market."

Lane Davy, EVP – Sales & Marketing for RBI added, "We're really excited about the EcoStrap®. It applies the same cutting-edge technology used in high-end, vegan automotive interiors. With the exclusive license to use this certified Vegan technology for instrument straps, Basso sets a new standard in an animal-friendly guitar strap. They look and feel like leather and they're completely phthalate free and 100% recyclable!"

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