

May 11, 2018

Company Name: YAMAHA CORPORATION
President and Representative Executive Officer: Takuya Nakata

**Yamaha U.S. Subsidiary, Yamaha Guitar Group, Inc.,
Acquires the Ampeg Bass Amplifier Brand and Business Operations**

Yamaha Corporation (Yamaha) formed a new U.S. subsidiary, Yamaha Guitar Group, Inc. (California, U.S.A., hereinafter, YGG), on April 1, 2018, as a U.S.-based business entity that will formulate and implement Yamaha's guitar business strategies. As part of its strategic initiatives, Yamaha now announces that YGG has acquired the Ampeg brand, which is world-famous for its lineup of bass amplifiers, cabinets and effect pedals, from LOUD Audio, LLC (which is based in the U.S. state of Washington).

Ampeg was founded in 1946 as an amplifier manufacturer for musical instruments and, in the 1960s, was the first company to incorporate reverb into an amplifier. During those years, Ampeg developed the most powerful amplifiers ever made. Since then and down to the present, Ampeg has delivered unique and innovative products to the music industry and has continued, as a specialist in the bass amplifier business in the United States, to win the support of many musicians throughout the world.

The Yamaha Group has thus far provided mainly products for electric bass instruments to its bassist customers. Following the acquisition of the Ampeg brand lineup, Yamaha has secured a position, in particular, in the market for specialized bassist products, an area where the Yamaha Group has not been fully able to respond to artists' needs thus far. Building on this position, Yamaha will move forward to provide an even wider range of solutions.

To respond to the broad-ranging customer needs, Yamaha will now combine the capabilities of the three brands, namely Yamaha, Line 6, and Ampeg, and, based on their technology and know-how, will not only proceed with the development of new products that are attractive and individualistic, but will also work to implement efficient and fast-moving marketing activities, based in the United States, and realize further growth in the Yamaha guitar business.

The following are the outlines of the principal companies involved in the acquisition.

■ **Outline of LOUD Audio, LLC**

Location: Woodinville, Washington, U.S.A.

Representative: Mark Graham (CEO)

Lines of business: Planning, developing, and marketing of professional audio equipment, musical instruments, and related products

Note: Lines of business of the Ampeg brand: Planning, developing, and marketing of bass amplifiers, cabinets and effect pedals, etc.

■ **Outline of the Yamaha Guitar Group, Inc.**

Location: Calabasas, California, U.S.A.

Representatives (Co-Presidents): Marcus Ryle, Shoji Mita

Number of employees: 176

Paid-in capital: US\$20,722,000 (wholly owned subsidiary of Yamaha)

For further information, please contact:

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