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Sweetwater and MultiTracks.com announce a partnership aimed at Houses of Worship launching with coverage of NAMM 2013

January 25, 2013 – (Fort Wayne, IN) Sweetwater, the third-largest music instrument and pro-audio retailer in the U.S., and MultiTracks.com, the premier MultiTracks provider for Houses of Worship, jointly announced today that they are entering into a partnership on Sweetwater's *Worship Sound Pro* website to creating a site specifically for churches covering the latest in gear for worship sound and for the growing number of worship leaders running MultiTracks in their live worship services.

As part of their relationship, Sweetwater's *Worship Sound Pro* and MultiTracks.com are teaming up this week in Anaheim, CA at the NAMM Show, one of the largest music product trade shows in the world, to bring video coverage of all the latest gear and music trends with a focus on how it can be beneficial to the specific needs of musicians and tech teams in churches.

Since launching in 2006, MultiTracks.com was the first to company introduce the download of multi-tracks created from original master recordings where a worship leader can use any part individual part to enhance their live sound. MultiTracks has agreements with many of the largest music labels and publishers in the Christian music industry including EMI CMG (now Capitol CMG), Integrity Music, Hillsong Live, Bethel Music, Gateway Create and many others and the company has a growing catalog of over 1000 MultiTrack in multiple keys for live performance.

"Sweetwater *Worship Sound Pro* desires to be on the cutting edge of what's new in worship audio and for churches today and MultiTracks are a big part of that." said Mike Ross, Vice President of Marketing at Sweetwater. "We're thrilled to partner with MultiTracks.com as they bring the best in worship audio and we bring the best in worship gear for churches making the transition to live performance multi-tracks. We see this as a great fit."

"Our customers at MultiTracks.com are churches of all sizes and they all have different needs on their platforms and stages and clearly there are many choices when it comes to gear and software. Sweetwater clearly shows their commitment to houses of worship with their *Worship Sound Pro* website and magazine which focus on helping churches navigate through all the choices out there so churches find the right gear for their needs and their budget" said Phillip Edwards, Founder of MultiTracks.com. "Over the last few years I've taught many classes at worship conferences around how to best run loops and MultiTracks in their services and a huge part of the learning curve is simply knowing what software and gear to choose. Our partnership with Sweetwater's *Worship Sound Pro* and their fantastic support team will make it easier than ever before to serve churches in this way and stay on top of the latest trends."

About Sweetwater

Sweetwater began business 34 years ago in Fort Wayne, Indiana and is the country's most respected dealer in high-technology equipment for musicians, recording studios, and broadcasters - from microphones and digital recording systems to electric guitars to electronic keyboards and electronic drums. Sweetwater customers range from beginners to rock stars. The company's equipment can be found in Los Angeles, New York, and Nashville recording studios, TV and radio stations all across the country, as well as in tens of thousands of home recording studios nationwide. Sweetwater is built on a commitment to the highest level of customer service in the music technology industry. For further information visit www.sweetwater.com/worship

About MultiTracks.com

MultiTracks.com is the largest online distributor of MultiTracks licensed and distributed to churches for live performance. MultiTracks originally began as Interactive Worship Live in 2006 and re-branded to MultiTracks.com in early 2012 and subsequently launched RehearsalMix.com in 2012 which provides custom listening mixes created from original master recordings so musicians and singers in churches can receive their exact listening parts before their rehearsal or performance. For more information on MultiTracks for live worship please visit www.multitracks.com or send an email to info@multitracks.com

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