

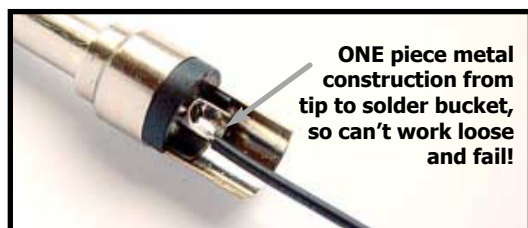
Are your cables fitted with FAKE NEUTRIK jacks?

Yes, it's true... leading names have their cables assembled in China and they choose the **NEUTRIK** 'look' to emulate because of their superb reputation and reliability! But surely, if you're getting a good value product for less money, then that's all that matters?

Well if only that was true! Because whilst the outside of the copy jack plugs look like the real thing, the inside most definitely does not.



Left - This is a real C Style NEUTRIK Jack Plug



Left - This is the inside of a real NEUTRIK Jack

Above, we're Looking at the real NEUTRIK Jack. The 'tip' of the jack, right the way through the sleeve to the point where the cable 'hot' is soldered to it, is one solid piece of nickel plated brass. Nothing will come undone or fail... it's ONE PIECE of metal. Ultra reliable and no risk of failure during a performance.

With a close inspection of the inside of the fake jack (lower right photo), you'll notice that the 'tip' through to the cable 'hot' connection point is NOT made in one piece. It has a cheap tag fitted to a 'staked' over end to the tip conductor. This works loose, twists and causes shorting, crackling or intermittent interruption in your guitar sound. NOT what you really want, we suspect.

Below, we show you exactly why NEUTRIK jacks are superior, why we use them and why they are used by so many professional touring bands and studios across the world.

So, now you know how they achieve the low prices... but not the quality you expect!

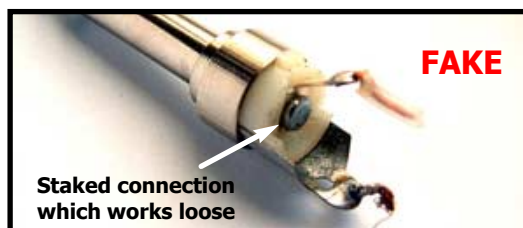
ClearTone™ only use the read deal plugs!

Right - This is a C Style look-alike



FAKE

Right - This is the inside of the look-alike



FAKE

How can I tell a fake without looking inside?

Easy! There is the lack of the famous **NEUTRIK** symbol on the body. As shown on the right.



The faulty look-alike jack above was removed from a £10 Planet Waves cable belonging to a local musician asking for it to be fixed. We replaced them with NEUTRIK jacks... costing a mere £2.50/each!

An equivalent **ClearTone™** cable with Neutrik jacks would have cost only **£7.10** at current prices (Sept 2007)!

Guitar and Bass Magazine rated **ClearTone™** cables with a perfect score in a recent review... 100%, a very rare event!

That means there's really no excuse for buying those horrible cables from China... when you can get these for about the same money, custom made to your specs and delivered to your home within a day or so!

Perfect cables are just a few clicks away from being yours - order online today!



The best cables on the planet... Waive goodbye to fall-apart construction and poor performance!

Award-Session
ClearTone™
Custom Shop Cables

Available online only at www.Award-Session.com

NEUTRIK
CONNECTING THE WORLD

It's The Same Old Story!

You've sacrificed, pinched your pennies and saved up for months. But it's been worth it and the time has finally come. You rush down to your local music store and moments later emerge the proud owner of their best 'Platinum Series' guitar leads.

You break a dozen traffic laws racing home. You hook 'em up, re-string your guitar, turn on the power and with your hands still dripping with the sweat of anticipation, your heart sinks... It's like your pickups are stuffed with cotton wool. A Big warm fuzzy sound. ZERO clarity!

You give Music Dump a call to see if they can offer some assistance... but the guy has just started working there and his last job was selling orthopedic shoes. So you hop on the Internet and start poking around. Eventually you come across a lively discussion group bristling with experienced players. So you post a message detailing your plight, desperately pleading for help.

Soon you get a reply. It reads: "Until you break the £100 per lead barrier, you probably will still have haze etc. The performance improves dramatically above this price point."

Your heart sinks still lower. We know. You'd love nothing more than to own much higher priced leads, but let's face it, not all of us have the deep pockets to spend even dozens let alone hundreds of pounds on cables. And with the war in the Middle East and major corporate scandals breaking every week turning the stock market inside out on top of a jobless economic recovery, it's not likely that a pay raise is in your future. But, just when it seemed like there was no hope, you spot this advert in Guitar Widdler magazine!

We hear ya, bro. That's why the dedicated folks at Kludge Research, Inc. have spared no expense and invested countless hours in research and development to bring you what promises to be the most revolutionary audio product of the past century. And bring it to you at a price that even you can afford!

*Introducing, the **GoldenEars Pricetag®**!*

The GoldenEars Pricetag® will literally transform your cheap or give-away leads into sonic marvels costing thousands of times more! The GoldenEars Pricetag® is no ordinary pricetag. It's handcrafted from the finest materials available.

The heavy-gauge, 99.9999% pure cotton string utilises a proprietary twisting method which provides a superior connection to your existing cable. The manila card stock is made custom to our specifications from virgin stands of Abaca (Musa textiles) from the Philippine Islands and is hand cut in our factory using techniques

hundreds of years old with the price hand-written by one of our many craftspeople, signed and dated on the back of the tag. Our patented hole reinforcement technology assures that your GoldenEars Pricetag® will last a lifetime, even under continuous use.

Best of all, the GoldenEars Pricetag® is being offered at the special introductory price of just £29.95! Imagine getting the performance of a £5000 military grade cable for far less!

A bit tight on cash? No problem! Kludge Research, Inc. offers zero interest, six month financing. And if you act now, we'll defer your payments until January 2010!

And for the Do-It-Yourselfer, the GoldenEars Pricetag® is also available in kit form at the substantially reduced price of just £19.95!

Each kit comes with a pre-cut tag, hole reinforcer, string and a tube of glue. The 23 page instruction manual is clearly written and includes more than a dozen illustrations walking you step-by-step from preparation to installation.

Let's hear what just one of our many satisfied customers has to say about this revolutionary new technology:

I was sceptical at first. But that ended just a few moments into the first song when I realised that I'd soiled my pants! You should offer a nappy with this thing! It's THAT good! And if you don't believe me, just moments later, my wife, who has no interest at all in this guitar stuff, telephoned me from a neighbour's house three doors down and asked me if I'd bought a new Suhr Strat or sommat!

You guys are great!" - Richard Head, Runamok, Swansong.

It really is THAT good. In our own tests, we've even used the GoldenEars Pricetag® with leads made from coat hangers and bailing wire with the same result! And for that extra silky 2nd harmonic rich tone, try adding two GoldenEars Pricetags®... if you dare handle this level of sonic excellence!

Of course all great innovations have had their detractors and the GoldenEars Pricetag® is no exception. There have been a number of critics who have claimed that any two reasonably well designed pricetags will sound the same. We disagree. But who are we to say? Try them for yourself risk-free for 30 days. If you don't agree that it transforms even the cheapest lead into one costing £5000, simply return it for a full refund.

The GoldenEars Pricetag®: You owe it to yourself.

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Simple - Honest - Value

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By the way, this was a joke!