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Ultimate Support Discontinues V-Stand Family of Products

Loveland, CO, 04/07/2010 – Ultimate Support, the world’s leading innovator of unique music accessories, has discontinued the entire family of V-Stand keyboard stands and accessories effective immediately.

The V-Stand keyboard stand was designed to be a next-generation standard for live and studio performance for keyboard players. It sports a unique look and has proven to be as versatile as it is visually striking. The V-Stand has been a favored keyboard stand for many industry greats including Howard Jones and The Beach Boys.

“Unfortunately, the rising cost of manufacturing the V-Stand combined with an increasing decline in sales the past few years has forced us to make this decision,” said Mike Belitz, Ultimate Support CEO and Owner. “I anticipate that our new, updated APEX family and innovative IQ X-Stands will fill any void created by the loss of the V-Stand.”

For more information regarding the V-Stand family of products, please call 1-800-525-5628 or visit www.ultimatesupport.com.

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About Ultimate Support Systems, Inc

Since its inception in 1977, Ultimate Support has become the premium accessory choice of the pros, dealers, and end users alike, by offering innovative designs and strong products – accompanied by superior customer support – geared to meet the ever-evolving needs of musicians, sound contractors, venues, and recording studios. Ultimate Support’s artist roster includes chart-topping acts from Tim McGraw to The Killers to Buddy Guy; it is the official accessory company of the House of Blues and Hard Rock Live Orlando, and throughout many seasons of American Idol on Fox, Idol performers have repeatedly depended on the same Ultimate Support One-Hand Microphone Stand. Additionally, Ultimate has forged strategic, OEM manufacturing/design partnerships in the past with numerous industry corporations such as Roland, Yamaha, Bose, and JBL.

