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Note to editors / copywriters. Please, do NOT type the phrase **25th Anniversary** when covering this story. We feel that is a trite line for the top of a cake, not Rockford Fosgate, the most kick ass, made in the U.S., car audio product in the world.

> Headline <

Limited Edition Punch Amplifiers

Rockford Fosgate **25 to LIFE.** amplifiers are available now for pre-order!



> Story <

Tempe, AZ - Rockford Fosgate announces a special edition line of amplifiers... The Punch and Power Series, the most famous amplifiers in car audio will be available every three months starting in February.

Rockford Fosgate has begun shipping the Punch 45, the amplifier that "...started the car audio craze" back in the 1980's according to Ron Trout, Brand Manager for Rockford Fosgate and self appointed warden of those serving a **25 to LIFE.** sentence.

The Punch 45 Special Edition, available in authorized retailers for pre-order now, will begin shipping in February of 2005. A very Limited Edition of each will be available for all customers in the world. Rockford Fosgate predicts that amplifiers will be pre-sold before they ever ship to authorized retailers early in the spring. Staying true to Rockford



Fosgate's attitude, these amplifiers are made in Tempe, Arizona, USA, the company's headquarters since the company began.

Trout continues, "Rockford Fosgate has become part of our customers life. As much as a first great car, or a first great significant other. This Limited Edition line of amplifiers let's new customers and long time Rockford Fosgate fanatics get in on the **25 to LIFE** campaign. We anticipate that many of these amplifiers will never be installed and will end up on display at Rockford Fosgate retailers world-wide."

In addition to the Punch 45, models scheduled throughout the year will be the Punch 75, Punch 150 and the famous Power 1000 planned for late 2005. All Limited Edition amplifiers will be available for a short time only with drastically limited quantities.

Specs & Features:

Punch 45, 22.5x2 @ 4 ohms, 35x2 @ 2 ohms, 70x1 @ 4 ohms. Built in crossover, Variable input sensitivity, short circuit protection, MOSFET output circuitry. Patented "Punch" equalization, Bridgeable.

Punch 75, 37.5x2 @ 4 ohms, 60x2 @ 2 ohms, 120x1 @ 4 ohms. Built in crossover, Variable input sensitivity, short circuit protection, MOSFET output circuitry. Patented "Punch" equalization, Bridgeable.

Punch 150, 75x2 @ 4 ohms, 90x2 @ 2 ohms, 180x1 @ 4 ohms. Built in crossover, Variable input sensitivity, short circuit protection, MOSFET output circuitry. Patented "Punch" equalization, Bridgeable.

Rockford Fosgate is a division of Rockford Corporation in Tempe, Ariz., a publicly traded company under the NASDAQ stock symbol ROFO. Company websites can be viewed at rockfordfosgate.com and rockfordcorp.com.

Editor:

Accompanying logo's and pics:

- Punch 45 Special Edition amplifier photo
- American Attitude logo
- **25 to LIFE**. logo shield

