**From:** "G. Max" <[redacted]>
**To:** Ted Waitt <[redacted]>
**Subject:** Re: GMAX
**Date:** Sat, 01 Jan 4501 05:00:00 +0000

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<html>
That is absolutely hilarious - I thought I owned gmax - We definitely need to discuss terms.
+ I am a little concerned that you already appear to be on gmax 5.1 - gmax1 is so easily
upgradable???<br>
<br>
At 09:31 AM 3/30/2004 -0600, you wrote:<br>
<blockquote type=cite class=cite cite>Thought you'd get a kick out of this.  The
following is excerpts from an<br>
email I received.    We have a product line that uses your
moniker.   We<br>
also have the trademark on GMAX, so we can discuss licensing terms tomorrow<br>
:)  <br>
<br>
See you tomorrow, god that sounds good to me.   <br>
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<br>
Enter the GMAX 2100.  During the development of the 2100, Rikki and I coined<br>
the term GMAX (Gateway Maximum Audio eXperience) as a way of describing to<br>
the public the advantage of Gateway Audio.<br>
<br>
Since the launch of the GMAX 2.1, we have gone from a 22% attach on 2.0 to<br>
2.1 speaker upgrades to a 38% attach on 2.0 to 2.1 speaker upgrades, and we<br>
have done this with no advertising to speak of.  This product has a cost of<br>
$29 and sells for $99.<br>
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Following the successful reception for the GMAX 2.1, we began development of<br>
the GMAX 5100, a 5.1 surround product with unbelievable sound and value. <br>
<br>
Great brand touches for GTW, while promoting the GMAX name.<br>
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<br>
This is an exciting time, and I look forward to the challenge of growing<br>
Gateway GMAX Audio to a $200 million dollar business by this time next year.<br>
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PS,  I listened to the GMAX 5.1's last week, and they really were<br>
incredible. </blockquote></html>