



This issue:

Generations in Jazz

YMEC Update

AMAC

HR Update

60 Seconds

And more...



Mark's Address

Company performance continues with positive momentum leading up to the Christmas selling period. The third quarter was strong for MPD, AVIT and even YMEC continues to show consistent improvement.

After another successful few months of trade shows and clinics, MPD's Best of YAMAHA catalogue hit letterboxes last month with early signs of consumer interest in regional areas. A controlled discount policy has helped achieve strong GP results this quarter while aggressive pricing decreases made earlier this year, are producing good results. MPD is now enjoying success with products such as the F310 guitar where sales are 1000 units ahead compared to 2005 sales.

AVIT remains ahead of budget and continues to grow despite heavy discounting in the industry. Throughout November, nationwide training was conducted for specialist dealers on the new RX-N600 and RX-V2700 network receivers. Attendance numbers were high in all states for the training indicating dealers are excited about the capabilities of this new technology from

Yamaha. Media were also given the opportunity to experience Yamaha's latest release products at a special launch in October.

YMEC continues to show signs of rising student numbers further supported by strong enrolments for 2007 prior to the official start of the January enrolment campaign. With locations in Melbourne and Sydney now under control YMEC is looking to expand further south to include a school in Geelong and far west with a school in Perth. Both Geelong and Perth are expected to open in term one 2007.

Thank you everyone for your effort this year to place YMA in a position to end 2006 strongly.

Please have a restful and safe break over the holidays.



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Editor's Letter

Welcome to the last issue of bass line for 2006. Can you believe the year has whizzed by so quickly? This issue features a wrap of all the marketing and sales activities for the Christmas selling period including the AVIT dealer training, AMAC and new school openings for YMEC.

We have also dedicated a whole section to corporate sponsorship activities which features our newest alliance with Opera Australia. This will be an exciting sponsorship with the benefits being realised over the next two years.

Congratulations to Carolyn Gannell who won an iPod for her entry into our bass line Favourite Moments Competition! Carolyn explained that for a five minute break she reads Kando the Kat as this is always her favourite section.

Now the planning for F08 begins and will continue to be a focus when we return next year. It has been a good year and now we can all enjoy a good rest. Have a safe and happy holiday over the Christmas break. See you in 2007!

- Corporate Communications



Sponsorship

*The sponsorship
section of the website is now live!*

The aim of the sponsorship page is to communicate to our website visitors the projects Yamaha Music Australia is involved with and invite organisations to request sponsorship from Yamaha.

Sponsorships are divided in to three categories; Corporate Sponsorship, Partnerships and Community Support, each requiring various levels of support from Yamaha Music.

Anyone seeking sponsorship can be directed to the website. Sponsorship guidelines are available on the site and the online request form requires substantial information to be supplied before a request will be reviewed. Since the website has been live, we have come across a few worthwhile and interesting sponsorship opportunities.

Please visit www.yamahamusic.com.au/sponsorship to view the many projects Yamaha Music Australia has been involved with during 2006.



ROCKINC.

WINNERS

1st place
2nd place
3rd place

Suit Tie Hi Fi – Cambridge Australia
eQ – Price Waterhouse Coopers
L'Austin Rock – Austin Health

The winning band, Suit Tie Hi Fi will have the once in a lifetime opportunity to represent Australia at the Rock and Roll Hall of Fame in the United States.

Yamaha was a proud sponsor of ROCKINC, one of the biggest rock challenges of 2006.

Thirteen of the best corporate bands from around Australia competed in front of Olivia Newton-John, guest judges and a large voting audience at Rod Laver Arena on Saturday 15 July.

Yamaha supplied the back line and some musical instruments, so the bands could battle it out on the ROCKINC stage. The Yamaha gear was auctioned over the course of the night to raise money for the Olivia Newton-John Cancer Centre Appeal.



Life Support at the Alfred Hospital

The Alfred hospital is the largest Trauma Centre in Victoria with the biggest intensive care unit and treats in excess of 10,000 patients each year. Every day people are flown to The Alfred in need of the highest level of care. Everyday teams from The Alfred urgently make their way to the very worst medical emergencies.

The Alfred is the home of the National Trauma Research Institute (NTRI) which supports trauma hospitals across Australia.

Since the launch in 2003, Life Support has raised over \$250,000 all of which has been used to purchase vital, life saving equipment used everyday in the trauma and burns units at The Alfred.

This year Yamaha will supply Life Support with a DGX620 keyboard to assist with their fundraising efforts.



The popular children's TV show Go Go Stop is about to commence shooting a third season for Channel 7. Yamaha will once again feature a prize pack that will be sent to four winning schools. The prize packs include a drum kit, one CS40 acoustic guitar and one PAC012 electric guitar with pathfinder amp.



Our rekindled relationship with Opera Australia this year is a positive step toward building strong brand loyalty for the future with this particular audience base. With a high disposable income, appreciation for the arts and the highest percentage of male audience members compared to other art forms, Opera Australia provides Yamaha with a potentially very receptive audience.

Over two years, Yamaha will be recognised as a major sponsor for our assistance with a new C7 piano and receive a number of corporate benefits and branding opportunities. Opera Australia is very excited to have Yamaha Music on board, opening the door for further institutional business at both the Melbourne and Sydney studios.



MPD has supported Australian Idol since 2003 as part of the company's commitment to nurturing young musicians. During the live shows three MOTIFES6 synthesizers and P series stage pianos were used by the Australian Idol backing band while John Foreman continued to play on a CVP-309GP digital piano.

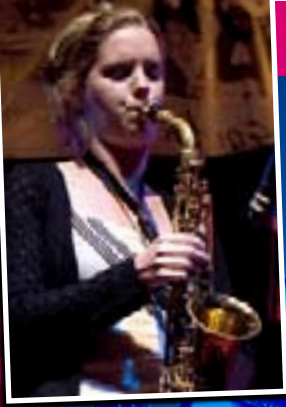
MPD also provided a home studio consisting of Yamaha guitars, an electronic drum kit, synthesizers and recording equipment which was installed in the Australian Idol residence along with a Yamaha C1 Grand Piano for the final 12 contestants to use for the duration of their stay in the house.

This year, Corporate Comms supplied each of the final 12 contestants with a fantastic Yamaha prize pack. The winner and runner up in the competition will each receive a YSP900 digital sound projector, DVD player, silent guitar and portable PA system. The top 12 finalists will each take home a Yamaha P70S digital piano.

Corporate sponsorship has taken a number of small and larger forms over the past few months. Corporate sponsorship and charitable sponsorship are effective ways to increase brand recognition, often with reduced outlay. If managed correctly, these relationships can build over a number of years and in some cases be more effective than advertising to develop brand loyalty within consumers.

For the latest news on sponsorships, both corporate and divisional, visit the sponsorship pages of the Yamaha website.

- Annette Rinaldi



Winner Tilly Anderson

GENERATIONS IN JAZZ

From the 26 – 28 May 2006 the annual jazz/stage competition, Generations in Jazz, took place in Mt Gambier.

Yamaha has been involved with this event since its inception ten years ago and gives a \$3,000 Yamaha voucher to the winner of the James Morrison Award. This year's winner was Tilly Anderson from Perth and she spent her money on a brand new silver YAS82Z saxophone.

The event was attended by over 1,300 high school aged children and their families. James Morrison was there, as he is every year, to lend his support and skills as an adjudicator and instrumentalist. Guest compere at the gala concert, Daryl Somers proved to be very popular with the crowd.

This year, for the first time, Yamaha awarded the International Jazz Trek prize. This award is for the band director at the festival who showed the best leadership skills and ability to help their band (whether they are at junior, intermediate or senior level) to understand the 'spirit of jazz'. The winner was Mr Peter Foley – Music Director at Wesley College.

The prize is valued at over \$10,000 and includes a once in a lifetime VIP tour of the Yamaha brass and wind factory in Japan, a chance to check out some of New York's finest jazz clubs topped off with a visit to the Mid West Band and Orchestra Conference in Chicago. This will take place in December 2006. We are looking forward to hearing Peter's report of the trip when he returns. This information will be used as a marketing tool at next year's Generations In Jazz.

Next year, we plan to involve more music directors with an exciting new prize that will certainly lift Yamaha's profile in the school band community.

- Carolyn Gannell



Young Regional School of Music

We recently installed a C3LPE piano into the Young Regional School of Music as part of our direct business to institutions. Below is an article that appeared in the Young Witness about the installation of the piano. I encountered many hazards while delivering pianos in the outback and learnt one very important lesson - in the outback cows have right of way!

- Bernard Crowe



BE TIME: Bernard Crowe, Yamaha Sales Representative, David Dwyer, Top left and Bernard Crowe, piano from right with Rupert Hyde and Michael Crowe from M&M's Music and Regional School of Music director Norrie Brown

Sounds grand

A wonderful time for Young the Regional School of Music took place recently as a new grand piano was installed.

Representative of Yamaha, Bernard Crowe, was on hand to present and adjust the C3LPE piano. Several people were in attendance and gave a first hand

Norrie Brown, director of the School of Music, said that the arrival of the piano was a great morning.

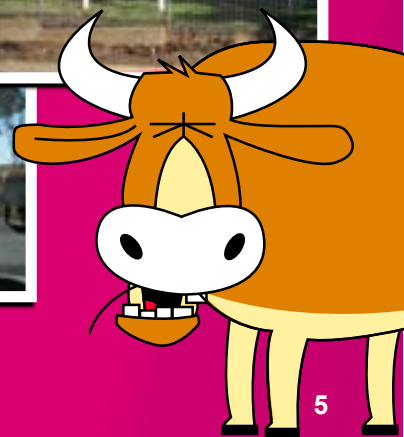
Mr Crowe said that the piano was a great asset and that the school was very pleased and grateful to have it.

It is the next step for the school and it is great to have more

Young like the first time to see it. It is a great asset to the school and it is a great morning.

Mr Crowe said that the piano was a great asset and that the school was very pleased and grateful to have it.

It is the next step for the school and it is great to have more



AMAC

The annual music exhibitor event came around quickly for MPD who was still catching its breath after the busy head office July Show. As a result of the July show's success, Yamaha's 2006 AMAC presence was scaled-down considerably. Fewer products, less staff and reduced budget meant that the stand had to be well planned and directed. What we saw was a highly efficient yet eye-catching and concentrated stand.

The squad for 2006 read as follows: Amory, Smith, Bagnato, Stephens, Ohashi, and two rosy-cheeked but promising rookies Vbranch and Chapman, with Anderson and Gannell coming off the bench for Sunday's expo. Our wiley Queensland reps Beveridge and Crowe were also on board to make sure the wheeling and dealing got done!

MPD's focus for this year's AMAC was a two-pronged approach blending product and marketing demonstrations. Each product category only took selected newer models in order to build interest and showcase them to dealers who had not seen them in July. Particularly popular was the new APX/CPX range, Pacifica guitar packs, AW2400 workstation, Oak Custom drums, DGX620 keyboard, PSR-S500 keyboard and YUS5PE upright piano. Also on display were new point-of-sale materials and an impressive brochure wall that staff were kept busy restocking.

Other highlights were the new Pro Marketing Dealer Extranet and early glimpses of Yamaha's B2B site. Four computer terminals installed on the stand allowed employees to navigate dealers through these new online resources, with encouraging feedback received. Initial comments suggest that these tools will be immensely valuable to Yamaha's business now and in future years.

The night life was as impressive as the expo with the Welcome Party and Gala Awards Dinner topping off long days on the stand. Guests were privileged enough to hear the likes of Mark Williams, Seymour Duncan, Michael Frankelstein, Scared Weird Little Guys and the brilliantly talented Jack Jones play live in intimate shows.

Congratulations to Marnie and Carloyn for receiving nominations for the 'Best Newcomer' category at the Gala Awards Dinner. In a shocking oversight the award went to a Boyd's Pianos employee but to get a nomination was an awesome achievement. Well done!

Thanks goes to the great crew who did an amazing job with setting up the stand and for claiming a new YMA record for the quickest pack-up EVER! Well done to Rohan for discovering that launching yourself into a roll of bubblewrap is quite amusing, while the sympathy vote goes to Anna Bagnato for getting asked for ID at the Welcome Party bar!

AMAC 2006 saw a changing attitude from many of the industry leaders, with suggestions that the event is perhaps losing its validity and potential to generate sales. Smaller crowds and minimal consumer orientation means that distributors may look to alternative platforms for building business. Who knows what 2007 will bring – but I'm sure everyone will still look forward to it!

– Jon Chapman



Pacifica Guitar Packs



The new YUS5PE Upright piano



AMAC

Bernie makes sure everything works!



Staff demonstrate the dealer extranet and B2B site



An impressive brochure wall kept staff busy with restocking



avite

avite road show

Darling Harbour saw the close of two big months of road shows for the AVIT division.

The AVIT road show commenced with the Harvey Norman expo in mid July, followed by CEDIA, the Bing Lee expo and Dick Smith's Mission Possible expo in September.

Custom stands were designed for each expo to showcase the extensive range of AVIT products available under the Yamaha banner, with each stand tailored to suit each specific audience.

The Harvey Norman Expo, held at Homebush, provided Yamaha with the opportunity to reach consumers directly by opening to the public on the last weekend of the expo.

After joining CEDIA in January 2006, AVIT attended the CEDIA expo showcasing the extensive range of products suited to the custom install market. This event was the first occasion in which the RX-N600 network receiver was on display in Australia, whilst also being the world release for the new Soavo range of speakers.

A number of contacts were made at CEDIA to assist in expanding our business with this growing market.

Bing Lee held a different style of show – running for one day only – 8am until 10pm. Bing Lee staff experienced a great looking Yamaha stand and received in-depth product training.

Dick Smith's Mission Possible expo concluded the string of shows with a number of groups visiting the Yamaha stand and gaining some insight into the world of Yamaha.

Overall, the shows were a great success and certainly helped promote the Yamaha brand to a large number of dealers and consumers.

– Dale Moore



Harvey Norman Expo



Harvey Norman Expo



CEDIA Music CAST



Bing Lee Expo



CEDIA Stand



Bing Lee Expo



Spring Product Launch 2006

On Thursday 19 October, AVIT launched its new range of products to the media. This also provided an opportunity for the press to meet the new members of our team; Simon Goldsworthy, Dale Moore and Shin Nishizawa.

This year the focus was on how Yamaha brings IT together with networked receivers, the third generation of YSP products and the launch of Yamaha's Soavo flagship speaker range.

A broad range of reviewers and editors attended the launch with representation from the architectural, interior design and IT industries, CEDIA, daily newspapers and traditional AV and technology publications allowing AVIT to broaden its reach to consumers.

The two hour presentation included audience participation, where under Dale's guidance guests demonstrated how easy it is to connect the Yamaha RX-N600B networked AV receiver to the web and access internet radio. This was followed by a YSP display showcasing My Beam and ended with an audio demonstration of Soavo speakers in the AVIT product room.

The launch concluded with an informal lunch at Number 8 restaurant at Crown Casino.

– Monika Lovgren



YMEC update



2007 Courses

Explore music
with your child through
singing, movement &
music activities

3+

Music
Wonderland
1 year course



4 & 5

Junior
Music
Course
2 year course



6 to 8

Young
Musicians'
Course
3 year course



CONCERT UPDATE



The second Melbourne school concerts were a resounding success, with many beautiful performances to very appreciative audiences.

This year we scheduled a guest performer class for each concert. Keiko's advanced classes performed in the morning, giving parents and students an opportunity to witness her exciting arrangements.

Later in the day, the Music Wonderland classes provided a combined item, demonstrating some of the activities the children enjoy each week in class.

The arrival of a film crew in the afternoon created a real buzz backstage. They recorded rehearsals and interviewed parents and students as part of our forthcoming promotional DVD.

Teachers, students and families all enjoyed a happy day, and we look forward to the next concert as a celebration of our continued progress.

— Rose Longmore

WYNDHAM OPEN DAY

Saturday 7 October saw the opening of our newest YMEC location at Westgrove Primary School in Werribee.

We had a fabulous day with lots of excited children and families enjoying Yamaha music lessons for the first time, including our Music Wonderland, Junior Music and Young Musicians' Courses. Every student received a show bag and enjoyed the sausage sizzle after their lesson.

The first lessons started on Saturday 21 October with our teacher Rebecca Stewart, a Hoppers Crossing local.

— Peta Walter





Giant Spring Fair

YMEC participated in The Giant Spring Fair, a huge community gathering held at Kings Langley Public School in NSW on Sunday 24 September. It had a wonderful market atmosphere with hundreds of small and large stalls offering products, services and information. The international food stalls were particularly appealing, ranging traditional Malaysian cuisine to good old Aussie tucker!

It was a wonderful family day, with games and rides (even camel rides!) and of course, the Yamaha stall providing balloons, showbags and information for all our visitors. It was the perfect environment for YMEC to showcase the range of courses on offer..... except.....

With the mid-thirties sun beating down on fair-goers, and winds of up to 95km per hour, the otherwise fantastic fair became a little uncomfortable. At one point, we asked for the assistance of a parent who was passing by to hold down one of the supporting poles of our

marquee! Unfortunately, our day was cut short when the pegs holding the shelter down were lifted out of the ground by a gust of wind!

It was a pity the day was spoilt by such extreme weather, especially given that there was a considerable amount of interest in YMEC expressed by visitors earlier in the day. We had a number of lovely conversations with people who were interested in giving their children the opportunity to discover music, and handed out lots of bright Yamaha balloons to some delighted children.

Hopefully we have the opportunity to be involved with these types of promotions in the future; it was great to be able to inform a few more members of the local community of the amazing experience of Yamaha Music!

– Julie O'Connor



BERWICK OPEN DAY

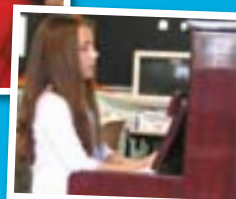
Many families braved the wind and the cold on 1 July to come to the Berwick Open Day, the new YMEC location in the Eastern Region of Melbourne.

A sausage sizzle, demonstration classes, giveaways and an appearance by the YMEC bunny enticed families from Berwick and neighbouring suburbs to come along and see what YMEC has to offer.

Located at Berwick Lodge Primary School, YMEC Berwick will offer a range of classes including Music Wonderland, Junior Music and Young Musicians' Course.

Tell all your friends in the area that the Berwick School is now up and running!

– Melissa Perrin





sixty seconds with...

dale moore...

Where were you born?
Bethlehem Hospital in Elsternwick.

Where did you grow up? Caulfield South.

Married? Kids?
No and No... Just became an uncle though...

What did you do before you started at Yamaha Music Australia? I worked for Pioneer Electronics.

What do you usually get up to on weekends?
Every weekend in summer I go out in the boat – most often in St Kilda to wakeboard. I try to get to the snow in the winter but as there was no snow this year I missed out!!!

Are you passionate about anything?
I would spend every day wakeboarding if I could... I love being out in boats.

What is your favourite song/CD at the moment?
Interpol – Turn on the Bright Lights.



What book are you reading?
Unfortunately I'm not a big reader.

Do you cook?
I live with two friends in an apartment in Elwood so I am forced to cook a bit. At first I used to try different things but after living out of home for two years I just cook basic things – I'm getting a bit lazy!!!

If you could meet anyone in the world who would it be? Liz Hurley.

If you had the choice of living in the city or the country, what would you prefer? If I was living in the country near a river and could wakeboard everyday then it would be the country, as that is unlikely the city most definitely.

Favourite place? Venice.

Favourite Animal? Most dogs.

Favourite Colour? No real preference... Perhaps green???

deb boetcher...

Where were you born?
Melbourne or on a planet far, far away.....

Married? Kids? NO.

What did you do before you started at Yamaha Music Australia? I was a student.

What do you usually get up to on weekends? I work, sleep and party (not necessarily in that order). I do the book-keeping for a couple of restaurants and waitress on the weekend.

Are you passionate about anything?
Travel, motorbike riding and tapestry.

What is your favourite song/CD at the moment?
Avenged Sevenfold – City of Evil, ABBA – Gold .



What book are you reading?
At the moment I'm reading anything to do with sharks, stingrays, turtles etc as I am diving with them in late November.

Do you cook?
Yes.... I do a mean roast rack of lamb with rosemary and honey... I'm equally good at spreading vegemite on toast!

If you could meet anyone in the world who would it be?
Bender or Darth Vader.

If you had the choice of living in the city or the country, what would you prefer? Definitely the city.

Favourite place?
Sitting outside at the Espy on a sunny Sunday afternoon.

Favourite Animal?
Can I say dragon here? It doesn't specifically say the animal has to be real.

Favourite Colour? I love purple.



sixty seconds with...

shaun herberg

Where were you born?

Cape Town, South Africa.

Where did you grow up?

I first migrated to Melbourne around the age of four, with a few years re-education in windy Wellington, New Zealand from age nine through 12 before moving back. Choice, bro!

Married? Kids?

Nope and yikes! Ask me once I've experienced the world and am ready to settle, petal.

What did you do before you started at Yamaha Music Australia?

I completed a Media and Communications degree as well as a Commerce degree at Melbourne University. I played in various bands, held a handful of less desirable jobs, and still have an ongoing stint as a trivia host. Now, if only I had a quiz sidekick like 'Sparky'...

What do you usually get up to on weekends?

R&R from the hectic week, nurturing music ideas, followed by going out and enjoying life with people I already know... and meeting people with whom I'm not yet familiar. Oh, and seeing the occasional live act, especially if YMA staff are involved. Aren't I a great workmate?

Are you passionate about anything?

- Music (singing, songwriting, keyboards/synths, bands)
- Sports (cricket, basketball, gym)
- World affairs, relations, people and places
- Trivia
- Voices, accents, impersonations, making people laugh (at my own expense if necessary)...



What is your favourite song/CD at the moment?

Gawd, I have to choose one? I've dumped them all on my iPod and just shuffle away... Might go and buy Beck's new album. Fave album of all time? Sign 'O' the Times by Prince.

What book are you reading?

The World's Most Dangerous Places by Robert Young Pelton. A great ready reference on places and countries you'd be mad to visit.

Do you cook?

I make a mean and highly addictive Mars Bar Slice, as well as my patented Cajun or Tex-Mex Omelette. Beyond that, um, let's just say I'm an avid consumer of cuisine and a quick learner in general.

If you could meet anyone in the world who would it be?

Prince. I've always wondered what's been going through His Royal Badness' head.

If you had the choice of living in the city or the country, what would you prefer?

If I had the choice? Anywhere, as long as it's on the sea! Ideally, a beach house in a seaside town or suburb or somewhere in the country but with reasonable city access. Gosh I'm a dreamer. One day, Shauny boy, one day.

Favourite place?

Cape Town, Apollo Bay, the beach, anywhere on stage.

Favourite Animal?

Dolphin. Although I love dogs, too.

Favourite Colour?

At the moment? Orange. A fiery sunset orange.

is there someone at yamaha
who you would like to know more about

you can nominate someone for sixty seconds of bassline fame by emailing:
annette_rinaldi@gmx.yamaha.com



HIR MATTERS

45 staff turned out after the first quarterly communications meeting for bowling at Strike, Crown Casino. Christopher Thew won the bowling competition with the highest individual score.



STRIKE! STRIKE! STRIKE! STRIKE!



Da Boyz from MPD



Go, Tony go!



'THE CHAMP' Chris Thew

RECRUITMENT

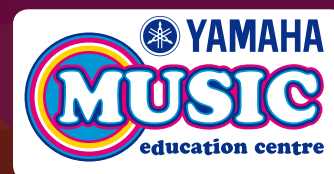
Since the last issue the following people have joined the team at Yamaha Music!

Gavin Liu	Sales Manager AVIT NSW	Hailee Gyngell	EKB Product Manager
Chris Herring	Sales Manager MPD NSW	Justin Chin	Sales Support MPD
Nicolas Donat	Network Administrator	Leigh Herrick	National Service Manager
Matthew Madden	Spare Parts Sales Support		

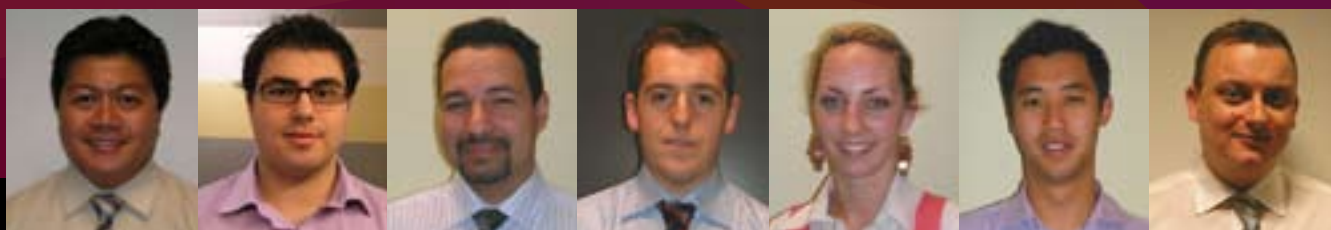
The following people were promoted or changed roles:

	WAS...	IS NOW...
Tina Yemettas	Financial Accountant (Contractor)	Financial Accountant (On our payroll)
Tim Condon	Sales Support Spare Parts	Sales Support MPD
Simon Goldsworthy	General Manager Operations and Finance	General Manager AVIT
Tony Kerr	Operations and Information Systems Manager	General Manager Operations and Finance

Recruitment activities have begun for the next intake of music teachers for our Music Education Centres. This process involves interviews and auditions over the next three months, followed by an intensive week-long training program for the successful candidates early in January 2007.



WELCOME TO...



Gavin Liu Chris Herring Nicolas Donat Matthew Madden Hailee Gyngell Justin Chin Leigh Herrick



15 December

Christmas Party

23 December
until
8 January

Company Christmas Closure

3 February 2007

YMEC Geelong Open Day

christmas awards reminder

Just a quick reminder that you can nominate staff members for funny, witty and hilarious awards to be announced at the party, by emailing christmas_awards@gmx.yamaha.com with your suggestions.

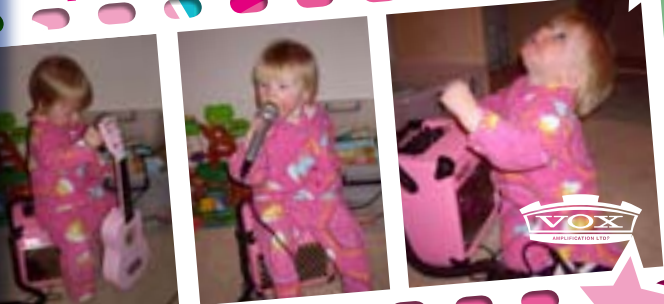
DON'T FORGET THE PERPETUAL AWARDS!

- Yamaha Music Ball Breaker Award awarded to the staff member who harassed or annoyed other members of staff.
- Yamaha Music Worst Customer Award awarded to the staff member who's had dealing with a difficult customer.



SEPARATED AT BIRTH? OUR PAUL TOTH BEARS A STRIKING RESEMBLANCE TO AUSTRALIAN IDOL'S DAN ENGLAND.

NEW VOX-ARTIST



Meet Charlotte Allen, Brendan Allen's daughter and new endorsee for Vox Amplifiers.

Type of pet:

Rex is a black Persian cat.

Name:

Rex mostly but there are a few variations; 'The Rexmeister' when he's playful, 'Rexie' when he's being cute and 'Rexinald' (in a stern voice) when he's being naughty...

Age:

About 18 months old.

What does Rex eat?

Rex eats cat biscuits for breakfast and dinner. But he loves cheese and scraps of ham when I'm making a sandwich. He also loves beer - if you're having a drink you had better watch your glass or he'll be in it!

Does Rex have any bad or cute habits?

Rex loves to play with a funny looking cat toy that is filled with catnip. In fact, he gets a little crazy on it! After he's been playing for an hour he goes into a frenzied game where he tries to catch imaginary mice (at least that's what we think he's doing). He crouches and waits... pounces... and tousles with the air in a big rush, twisting and turning and fighting and then - poof! He's gone! Then again he waits, this time behind the couch... and waits some more... and then pounce! It really is hilarious to watch him entertain himself.



KANDO
THE KAT



One other kooky thing about The Rexmeister is that he loves to be vacuumed! He has long hair and malts a lot in the hot weather - he doesn't mind the noise and lays back like royalty while we vacuum his tum. He's a strange cat but we love him!

- Sara Bradford

Rex enjoying a vacuum