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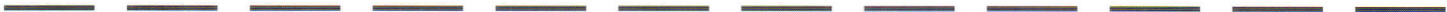


Place
Postage
Here



**Peavey Electronics
Corporation**

Attn: Warranty Department
P.O. Box 5108
Meridian, Ms 39302-5108



Optional Product Extended Warranty Registration

Give us some information and put your extended warranty into effect!

Please take a few minutes to fill out this information/survey sheet to help us get to know and serve you better.
To save time, submit your warranty registration online at www.peavey.com/support/warrantyregistration

1.

First Name _____ Initial _____ Last Name _____

Street Address _____

City _____ State/Province _____ Postal Code _____

() _____
Telephone Number _____ E-mail Address _____

() _____
Fax Number _____ Date of birth _____

Gender M F

2.

Model _____ 8-Digit Serial Number

Date of Purchase _____ Price Paid _____

3.

Name of store where purchased _____

City _____ State _____

4. Top two (2) reasons why you purchased from this store/dealer:

- | | |
|---|--|
| <input type="checkbox"/> Availability of product | <input type="checkbox"/> Past favorable experience |
| <input type="checkbox"/> Friend/Relative's recommendation | <input type="checkbox"/> Best price |
| <input type="checkbox"/> Store credit card | <input type="checkbox"/> Advertised special |
| <input type="checkbox"/> Knowledgeable staff | <input type="checkbox"/> Convenient location |
| <input type="checkbox"/> Availability of lessons | <input type="checkbox"/> Received as a gift |
| <input type="checkbox"/> Technical instruction | <input type="checkbox"/> Other _____ |

5. Where do you most often shop for music and sound products?

- | | |
|---|---|
| <input type="checkbox"/> Independent retailer | <input type="checkbox"/> Newspaper ads |
| <input type="checkbox"/> Mass market retailer | <input type="checkbox"/> Internet/Web sites |
| <input type="checkbox"/> Mail order magazines | <input type="checkbox"/> Other _____ |

6. What two (2) factors most influenced your purchase of this product?

- | | |
|--|---|
| <input type="checkbox"/> Peavey brand name | <input type="checkbox"/> Product appearance |
| <input type="checkbox"/> Craftsmanship | <input type="checkbox"/> Durability |
| <input type="checkbox"/> Features for price | <input type="checkbox"/> Prior experience with Peavey |
| <input type="checkbox"/> Bundled accessories | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Sound quality | <input type="checkbox"/> Other _____ |

15. In your opinion, what could Peavey do to improve its products and/or service? Please use the space below to tell us your answer.

7. How did you learn about this Peavey product? (select best answer)

- | | |
|---|---|
| <input type="checkbox"/> Magazine review | <input type="checkbox"/> Teacher's recommendation |
| <input type="checkbox"/> Newspaper review | <input type="checkbox"/> Catalog or flyer |
| <input type="checkbox"/> Radio advertisement | <input type="checkbox"/> Saw in store |
| <input type="checkbox"/> Advertised special | <input type="checkbox"/> Use by professional |
| <input type="checkbox"/> Friend/Relative's recommendation | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Salesperson's recommendation | |

8. Which other brands/models did you consider?

9. How would you describe your level of musicianship/technical expertise?

- Beginner - Never played or taken less than one (1) year of lessons
 Intermediate - One (1) to five (5) years of lessons or playing
 Advanced - More than five (5) years of lessons or playing; play professionally

10. Education: (select best answer)

- High school
 Some college
 Completed college
 Graduate school

11. Which best describe your family income? (select best answer)

- | | |
|--|--|
| <input type="checkbox"/> Under \$15,000 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> Over - \$150,000 |
| <input type="checkbox"/> \$35,000 - \$49,999 | |
| <input type="checkbox"/> \$50,000 - \$74,999 | |

12. Which of the following is your primary source of information on musical products: (select best answer)

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Mail order catalogs |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Literature from manufacturer |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Magazines | |

13. What is your main motivation for buying new equipment?

- | | |
|--|--|
| <input type="checkbox"/> Replacing old product | <input type="checkbox"/> Impulse |
| <input type="checkbox"/> Want new and leading edge equipment | <input type="checkbox"/> Need for improved performance |
| <input type="checkbox"/> Fulfill a specific need | <input type="checkbox"/> New technology |
| <input type="checkbox"/> Supplement existing products | <input type="checkbox"/> Availability of product |
| <input type="checkbox"/> Value | <input type="checkbox"/> Other _____ |

14. Please list your three most frequently visited Web sites.

1. http:// _____
2. http:// _____
3. http:// _____

Thank you for taking the time to fill out our survey! Don't forget to fold and tape (with Peavey address facing out), affix postage stamp and drop in the mail!

