

Press release – for immediate release

Electronic music icon Richie Hawtin switches to TRAKTOR SCRATCH

Pioneering techno DJ, producer and label founder relies on TRAKTOR SCRATCH and TRAKTOR 3; Minus Records anniversary tour upcoming

Berlin, March 27th, 2008 - Native Instruments and renowned electronic music artist Richie Hawtin today announced a collaboration based on Hawtin's recent adoption of TRAKTOR SCRATCH and TRAKTOR 3 as his new DJ tools of choice.

As an originator of minimal techno, founder of the seminal record labels Plus-8 and Minus, influential club DJ, and prolific music producer, Richie Hawtin is one of the most remarkable figures in contemporary electronic music. An early evangelist and co-inventor of digital vinyl technology, Hawtin is also known for consistently being on the cutting edge of performance technology, with highly sophisticated DJ sets that cross boundaries and expand the very definition of DJing itself.

Starting with his appearance at Winter Music Conference 2008 in Miami, Richie Hawtin now relies on TRAKTOR SCRATCH and TRAKTOR 3 as the centerpiece of his live setup. Combining the four full-featured decks, versatile looping functions and advanced performance effects of TRAKTOR 3 with the high-precision vinyl control and outstanding audio quality of TRAKTOR SCRATCH, this setup provides the ideal combination of versatility and reliability for Hawtin's distinctive "reconstructive" DJ sets. Minus Records label mates Magda and Troy Pierce are also using the combination of TRAKTOR SCRATCH and TRAKTOR 3 as their performance tool of choice.

"I find that Traktor is taking further steps forward while still remaining connected to the traditional DJ paradigm... it allows you to find your own balance," says Richie Hawtin. "You can put ten people on a stage with Traktor, and each one of them will have a different way to be creative and bring out their personality through it."

A video interview with Richie Hawtin focussing on his use of TRAKTOR as well as his perspective on DJ techniques and technology can be found on the NI website at <http://www.native-instruments.com/richiehawtin.info>

Native Instruments will also be part of the upcoming "Contakt" club tour that will celebrate the 10th anniversary of Minus Records. The tour consists of ten high-profile club events, each taking place in specifically chosen key locations in ten countries around the globe, with TRAKTOR SCRATCH and TRAKTOR 3 being the central DJ tools. More details about the Contakt tour will be disclosed by Minus Records in April.