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**FOR IMMEDIATE RELEASE**

## **Xtatix's Buy Back Program Geared for Customer Retention**

*Buffalo, N.Y., September 2005* – Xtatix LLC announced the launching of its unique and unprecedented Product Buy Back program. Xtatix is the exclusive electronics company offering this incredible program. Xtatix's Buy Back program allows customers to stay on top of new technology at a minimal cost by recycling their old players in exchange for new ones.

Electronics quickly become outdated in terms of both technology and price. Xtatix decided to counter the ebbing value of electronics by guaranteeing to their customers that even when the market value of their players diminish, Xtatix will offer credit towards the purchase of a newer player when an older model is returned.

Ben Dolgin-Gardner, CEO of Xtatix, believes that this program will increase customer retention and also show that Xtatix is trying to put its own slant on the consumer electronics industry. "Our Buy Back program is more than any other company is offering their clients'. It shows the customer that we are committed to their satisfaction and long term relationship with Xtatix."

The details of Buy Back program can be found on the Xtatix website [www.xtatix.com](http://www.xtatix.com).

### **About Xtatix**

Xtatix produces a diverse line of MP3 players and will be introducing new digital entertainment products to the market before 2006. Xtatix players are stylish and offer the same or better features than competitors at a lower price. Located in Buffalo, NY Xtatix targets the educated consumer with an active lifestyle. All products come with a one year limited warranty.

For more information, visit [www.xtatix.com](http://www.xtatix.com).