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**GUITAR GODS REIGN AT RINKYA!**

*"Clapton is God" was my first lesson in music history" states Rinkya CEO Heather Russell*

**/24-7PressRelease/** - TEMPE, AZ, October 04, 2007 - If a single cultural icon could be identified for the last fifty years the guitar comes about as close as anything. Intertwined with rock and roll, folk music, and cultural change, the guitar is the remaining constant in a shifting tide of cultural transformation.

"Clapton is God" was my first lesson in music history" states Rinkya CEO Heather Russell. "My mother wrote that for Rolling Stone shortly before I was born. The music has changed and grown into an international phenomenon, but the guitar has remained a constant in an international pantheon."

MIJ- Manufactured in Japan; and CIJ -Crafted in Japan, have come to mean some of the finest guitars available. Japanese guitars, however, were and are produced for the domestic market. Among both musicians and collectors, MIJ and CIJ guitars are difficult to obtain, despite their admitted quality and desirability. Rinkya, the Japan auction and on-line shopping service, has set out to rectify this by bringing the Japanese guitar market to the world.

From the older, collector-oriented models to the new models for musicians, Rinkya provides a worldwide audience of guitar buyers with the best services available to secure MIJ and CIJ guitars.

As part of Rinkya's ongoing commitment to bringing the culture of Japan to the rest of the world, Rinkya will be the international home base for the auction of Japanese superstar Olivia's custom Roswell Rhoads Jackson guitar beginning October 28 on Yahoo Japan to support the Pacific Media Expo which will be held November 9-11 at the Hilton Los Angeles Airport. All auction proceeds will be used to create a special fund for the purpose of benefiting aspiring Asian and Asian-American artists. Foreign bidders can use Rinkya to view and bid on the auction. There is no minimum bid, and Rinkya will be charging NO fees to bid on the auction. Worldwide shipping is available and will be paid by the buyer, mailing insurance required, PayPal or check accepted up to ten days after auction closes.

"It was, at least in part, music that influenced my creation of Rinkya," says Heather. "What a lot of people didn't think made sense made a lot of sense to me when I was growing up.

I know you, you know me

One thing I can tell you is you got to be free

Come together right now over me.

-The Beatles

We need to know each other, and come together. One of the best ways to do that is to share our creations, as people and as a society. That's what Rinkya does and why we support the Pacific Media Expo, see you there."

Rinkya Inc 's U.S.A. headquarters are based in Tempe, Arizona, with offices and two large warehouses located in Tokyo for customers' inventory.