



ESP GUITARS PRESS RELEASE

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NEW ARTIST SIGNATURE SERIES GUITARS AND BASSES FROM ESP GUITARS AT 2017 NAMM SHOW

ANAHEIM, CA (JANUARY 19, 2017) – Banking on the fact that musicians want to play what their heroes play, ESP Guitars (NAMM Booth #208A/B) has once again drawn from their impressive artist endorsement roster to create new Signature Series instruments being introduced at the NAMM Show.

The company announced a new signature guitar for guitarist **Bill Kelliher** of the widely-respected American rock band **Mastodon**, who joined the ESP artist family in 2015. The **LTD Bill Kelliher Sparrowhawk** offers set-thru construction at 24.75" scale, with mahogany body, 3-piece mahogany neck, ebony fingerboard, a TonePros locking TOM bridge and tailpiece, and Kelliher's Lace Sensor Divinator signature pickups. The Sparrowhawk is being offered in Military Green Sunburst Satin finish.

Brand new to the company's endorsement roster, **Brian "Head" Welch** is a guitarist and co-founder of the influential nu metal group **Korn**. His signature model, the **LTD SH-7ET**, is a 7-string guitar providing the latest in technologies that include the innovative EverTune constant tension bridge and Fishman Fluence pickups. The neck-thru-body design has a flamed maple top over its basswood body, a 3-piece maple neck with ebony fingerboard and glow-in-the-dark side dots, and it comes in See Thru Purple finish. Another recent addition to the ESP roster is **Lars Frederiksen** of the seminal punk rock band **Rancid**. His first ESP Signature Series guitar is the **LTD Volsung**, a set-neck model based on the Viper body style. It includes the artist's own Seymour Duncan Lars Signature pickups, Gotoh tuners, and TonePros locking TOM bridge and tailpiece, and comes in a killer Danish Camo Satin finish.

ESP also announced new and updated signature models for other musicians on their roster. These include the **LTD GH-600NT**, a new version of the popular model for **Gary Holt (Slayer/Exodus)** with a TonePros locking TOM bridge and tailpiece. **Frank Bello**, bassist of **Anthrax**, has updated his Signature Series offerings with the **ESP Frank Bello Jazz** and **LTD FB-J4**. **Rob Caggiano**, guitarist for the popular Danish metal band **Volbeat**, has updates for his signature guitars with the **ESP Rob Caggiano QM** and **LTD RC-600QM**. Both models feature quilted maple tops and silver accent colors. Finally, another ESP artist getting his first-ever signature bass is **John Campbell** of **Lamb of God**, whose **LTD JC-4FM** is based on the Stream body style.

Detailed information on the entire line of ESP, ESP-E-II, and LTD Signature Series guitars and basses is available at the ESP Guitars web site at www.espguitars.com.

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About ESP Guitars

Founded in 1975, the ESP Guitar Company is a leading global manufacturer of quality musical instruments. ESP brands include Custom Shop, Exhibition Series, Signature Series, ESP USA, E-II, LTD and Tombstone. For more information call 800-423-8388 or visit www.espguitars.com.