



ESP GUITARS PRESS RELEASE

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ESP ANNOUNCES THE CULT '86 GUITAR AT NAMM 2017

ANAHEIM, CA (JANUARY 19, 2017) – In the early 1980s, ESP's USA offices first opened their doors, and were originally based in New York City. At the time, ESP was a young and relatively unknown guitar manufacturer, and the company was looking to get the validation of impressive players who could help spread the word about ESP's now-legendary quality and innovation in guitar making. One such NY-based player was a local hero named Vernon Reid, who'd already made his mark performing with innovative jazz musicians like Ronald Shannon Jackson and Bill Frisell. Right around the time that Vernon connected with ESP, he was also putting together his own band, which shortly became known as Living Colour.

For their debut album *Vivid*, which became a double platinum-selling recording with a lasting cultural impact, Vernon was most closely identified with his ESP guitar that he'd customized in a swirling multi-colored finish. At the 2017 NAMM Show, ESP is debuting the **LTD Cult '86**, a tribute to the guitar that helped put Vernon and Living Colour on the map. Much like the original version, the Cult '86 offers bolt-on construction with an alder body, a three-piece maple neck, and an ebony fingerboard. It uses a three-pickup configuration, with two EMG SA pickups in the neck and middle position, and an EMG 81 at the bridge. A Floyd Rose Special locking tremolo is provided to allow for the kind of uninhibited and expressive playing for which Vernon Reid is world renowned. Much like the Vernon's original ESP, the Cult '86 is based on the ST body style, and features the distinctive multiple swirls of color that immediately make it identifiable with its original designer.

More information on the Cult '86, along with all "New for 2017" guitars and basses in the ESP, ESP-E-II, and LTD Series, 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.