ESP GUITARS PRESS RELEASE

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PR Agency Contact:
Jeff Klopmeyer • Jeff Klopmeyer Communications • 310-937-4292 • jeff@klopmeyer.com

TOM WATTERS JOINS ESP GUITARS AS DIRECTOR OF SALES AND PRODUCT MANAGEMENT FOR TAKAMINE

— New USA distribution partner for Takamine Guitars begins expansion —

NASHVILLE, TN (JULY 9, 2015) – ESP Guitars, who began distributing Takamine Guitars in the United States in March, is happy to welcome industry veteran Tom Watters in the position of Director of Sales and Product Management for Takamine.

“Tom is the perfect person for this important role,” says Matt Masciandaro, ESP president and CEO. “He is very experienced in the musical instrument industry, and is well known and well liked by the dealers in the US who will be carrying Takamine. We’re confident that Tom will help service our dealers with one of the finest acoustic guitar brands made today.”

“For over 50 years, Takamine has been perceived as a high-value, high-quality acoustic guitar brand,” says Watters. “With the benefit of ESP’s extreme attention to quality, checking every guitar that comes into the building with 100% QC, I am looking forward to help bring Takamine back to its rightful place of prominence among the best and most popular acoustic guitar brands in the world.”

Tom Watters joins ESP/Takamine after nearly nine years with Taylor Guitars, where he served as their Key Accounts Manager. His industry experience also includes sales management roles at Line 6, Seymour Duncan, and other MI/Pro Audio manufacturers.

For more than half a century, Takamine Guitars has been recognized as a leading acoustic guitar builder. Much like ESP, who are celebrating their 40th anniversary in 2015, Takamine’s origins are as a small guitar shop in Japan. Over the subsequent 52 years, Takamine has grown to being a world-renowned maker of premier-quality acoustic and acoustic-electric guitars, selected as a first choice by performing guitarists worldwide. Takamine’s well-known signature artists include musicians such as Glenn Frey, Garth Brooks, Toby Keith, and Kenny Chesney. Takamine’s product offerings span the entire market of acoustic guitars, with models designed for players at every level.

ESP and Takamine’s new distribution arrangement, which began in March 2015, allows for Takamine instruments to be sold exclusively at select dealers in the United States. Tom Watters can be reached by ESP/Takamine dealers at 818-450-8265 or tom@espguitars.com.

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

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