



ESP GUITARS PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: June 23, 2016

PR Agency Contact:

Jeff Klopmeier • Jeff Klopmeier Communications • 310-937-4292 • jeff@klopmeier.com

ESP GUITARS SHOWS LIMITED-EDITION METALLICA “MASTER OF PUPPETS” 30TH ANNIVERSARY GUITAR AT SUMMER NAMM 2016

NASHVILLE, TN (JUNE 23, 2016) – ESP Guitars announced the limited-edition LTD “Master of Puppets” Graphic Series guitar at their Summer NAMM Booth (1231 Hall D). The instrument was created to commemorate the 30-year anniversary of Metallica’s iconic third album, which was released in 1986. The graphic finish of the guitar mimics the album’s well-known cover art. Only 400 pieces of the guitar are being made available worldwide, making the LTD “Master of Puppets” guitar a highly sought-after collectible by players and fans alike.

“For more than two decades, Kirk Hammett and James Hetfield have been among the world’s most influential ESP players,” says Matt Masciandaro, President and CEO of the ESP Guitar Company. “Our two previous Metallica commemorative models were huge successes, but we expect that the ‘Master of Puppets’ guitar will be in even higher demand.”

The LTD “Master of Puppets” guitar features an alder body with bolt-on maple neck at 25.5” scale, and an ebony fingerboard with 24 XJ frets. An EMG 81 (neck and bridge) active pickup set is included, along with TOM bridge and string-thru-body design. The guitar also features a Metallica logo fingerboard inlay, and each guitar includes an ESP form-fit case with the Metallica logo, and a certificate of authenticity from ESP.

Earlier this year, *Master of Puppets* was deemed “culturally, historically, or aesthetically significant” enough for preservation in the National Recording Registry by the United States Library of Congress, making it the only metal album to have received this distinction. The album, which was Metallica’s first on a major label, included the well-known title track as well as favorites like “Battery”, “Welcome Home (Sanitarium)”, “Damage, Inc.”, and more.

Detailed information on the LTD “Master of Puppets” and the rest of ESP’s guitar and bass offerings is available on ESP’s redesigned web site at www.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, Tombstone, and LTD. For more information call 800-423-8388 or visit www.espguitars.com.