ESP GUITARS PRESS RELEASE

FOR IMMEDIATE RELEASE **Date: January 19, 2017**

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

2017 NAMM SHOW: NEW LTD DELUXE GUITARS FROM ESP

ANAHEIM, CA (JANUARY 19, 2017) – LTD Deluxe is ESP's series of professional-quality instruments that allows players to have a less expensive option for high-end styling and performance. The company announced five new additions to the popular series at the 2017 NAMM Show.

The **LTD EC-1000 PIEZO** is the first of the company's popular EC Series to offer a piezo pickup. This guitar provides an incredibly diverse range of excellent tones with a combination of standard passive magnetic pickups - Seymour Duncan '59 and JB - and a Fishman Powerbridge and Tailpiece, using a mini toggle switch for source selection of the magnetic pickups, piezo pickup, or both, as well as dual output jacks for flexibility in routing for recording and live performance. The EC-1000 PIEZO also offers a mahogany body with quilted maple top in See Thru Blue finish.

LTD's popular M Series has expanded with the **M-1000HT**, a beautiful Hawaiian Koa-topped, neck-thru-body guitar with Seymour Duncan Jazz and Pearly Gates pickups. Unlike most M Series guitars, the new model implements a Hipshot hardtail bridge instead of a vibrato.

The company also announced new additions to the MH Series. The **MH-1000ET** provides the innovative EverTune bridge along with set-thru construction, a mahogany body with flamed maple top in See thru Black finish, and an EMG 81/85 active pickup set. The **MH-1007ET** is a 7-string version of this guitar, also featuring the EverTune bridge. It's available in Black finish.

More information on 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.

# # #

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.