ESP GUITARS PRESS RELEASE

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ESP's LTD SERIES OFFERS PRO PERFORMANCE AT AFFORDABLE PRICES WITH NEW "400 SERIES" ADDITIONS

ANAHEIM, CA (JANUARY 19, 2017) – ESP's LTD "400 Series" guitars and basses have long been noted for their amazing "price versus performance" qualities. At the 2017 NAMM Show, ESP (NAMM Booth #208A/B), the company has created three more models to add to this popular and exciting product line.

The **LTD H-401** is a beautiful guitar with set-thru construction, offering fast and smooth access to the highest frets. It employs a mahogany body with a mahogany top in Natural Satin finish. This guitar's relatively low price is belied by such high-end features as its Seymour Duncan Custom-5 and Jazz pickup set.

Last year's successful introduction of new "400 Series" guitars for LTD has resulted in more new additions with the **LTD M-400 in Black Satin** finish, and the **LTD M-400M in Natural Satin** finish over a mahogany top. Both guitars offer extra thin flat U-shaped maple necks with 24 extra-jumbo frets, and Floyd Rose Special bridges. The M-400 Black Satin includes EMG 85 and EMG 81 pickups, while the new M-400M comes with Seymour Duncan Jazz and Custom-5 pickups.

The **M-403HT** is a new hardtail version of the M style guitar, with a three-pickup configuration that includes two Seymour Duncan stacked single-coil STK-4 pickups along with a Seymour Duncan Custom-5 humbucker in the bridge position. This classy-looking guitar has a flamed maple top on its mahogany body in Natural Satin 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.

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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.