ESP GUITARS PRESS RELEASE

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ESP Adds Exciting New Guitars to Popular LTD Deluxe Series

ANAHEIM, CA (JANUARY 16, 2020) – One of the world's most popular and best-selling guitar series is getting a major update for 2020, with ESP Guitars announcing over 30 new models in its "LTD Deluxe" series. These guitars are also commonly known as LTD "1000 Series" guitars based on their respective model numbers.

"LTD Deluxe became one of the best-selling guitars over the past 20 years by offering a winning combination of value-packed pricing and pro-level performance," says Matt Masciandaro, president and CEO of the ESP Guitar Company.

Returning to the LTD Deluxe Series by popular demand, the Phoenix-1000 is being offered in two different versions. The **Phoenix-1000 See Thru Black Cherry** features a pair of Fishman Fluence Modern Humbucker active pickups (Alnico in the neck position, Ceramic in the bridge), with a push-pull control to activate the second voicing. The **Phoenix-1000 Vintage White** offers a passive pickup set, with a Seymour Duncan Phat Cat single-coil in the neck position and a Seymour Duncan Custom in the bridge. This humbucker also can be split via a push-pull control.

The LTD Black Metal Series, which also correspond to the LTD Deluxe Series, has been immensely popular since its 2018 creation. New additions to this series for 2020 include the **M-HT Black Metal** and 7-string **M-7HT Baritone Black Metal**. Both models are neck-thru-body designs that features a Hipshot bridge with string-thru body setup, and offer a single direct-mounted Seymour Duncan Blackened Black Winter passive pickup, and glow-in-the-dark side markers. The **Phoenix Black Metal** is an entirely new body shape for the Black Metal Series.

Several new LTD Deluxe models have been added to the EC Series. The popular **EC-1000** model is now being offered with a burled poplar top in **Blue Natural Fade** and **Black Natural Burst** finishes. This guitar includes a set of Seymour Duncan Sentient (neck) and Pegasus (bridge) passive pickups, splittable by a push-pull control. Another new EC-1000 model is being offered in ESP's spectacular iridescent **Violet Andromeda** finish, and features Fishman Fluence Modern Humbucker active pickups with a push-pull control to activate the second voicing. The new **EC-1000T Black Natural Burst** has a traditional full-thickness mahogany body, chambered for weight relief, with a flamed maple top.

The new **H-1001FR** is now being made available with a burled poplar top in Black Natural Burst finish, and has a set of direct-mount Seymour Duncan Sentient (neck) and Pegasus (bridge) passive pickups, splittable by a push-pull control, as well as a Floyd Rose 1000SE bridge that features stainless

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steel screws for excellent stability and longterm reliability. The new **H-1001** has a superb quilted maple top in See Thru Black finish, and features the same direct-mounted splittable Seymour Duncan Sentient/Pegasus pickup set along with a Hipshot hardtail bridge with string thru body. The new **H3-1000 Black Turquoise Burst** and **H3-1000FR See Thru Black Sunburst** have flamed maple tops and also offer the Sentient/Pegasus pickup set.

In addition to two M Series guitars being added to the Black Metal Series per above, more new and updated M Series models join the LTD Deluxe Series for 2020. The **M-1000HT** and the seven-string **M-1007HT** are being offered with burled poplar tops finished in Black Natural Fade. Both offer neck-thru-body construction with alder body and extra thin U-shaped three-piece maple neck (that features a natural satin finish on the back for supreme speedy playability). Both feature Fishman Fluence Modern Humbucker pickups. Another new **M-1000** model with a burled poplar top offers a Purple Natural Burst finish and a Floyd Rose 1000SE bridge with an EMG 57-TW/66-TW pickup set, which offers the option to split each humbucker via two push-pull pots. The new **M-1007** is a 7-string model with a quilted maple top in See Thru Black Sunburst Satin finish, and features Fishman Fluence Modern Humbucker pickups.

The popular LTD Deluxe Viper shape is being expanded with two new models. The new LTD Deluxe **Viper-1000** has a quilted maple top and comes in **See Thru Purple Sunburst** and **Tiger Eye Sunburst** finishes. They feature direct-mount Seymour Duncan Sentient (neck) and Pegasus (bridge) passive pickups, splittable by a push-pull control. The new LTD Deluxe Viper-1000 EverTune is the first guitar in the Viper shape that offers the innovative EverTune constant tension bridge system. This guitar also has a quilted maple top and comes in See Thru Black Cherry Satin finish.

Two new LTD Deluxe SN-1000 models are debuting for 2020. The new **SN-1000FR** features a Floyd Rose 1000SE bridge and a sandblasted open-grain Black Blast finish, with an H/S/S pickup configuration by Seymour Duncan, while the new **SN-1000HT** offers a Purple Blast finish with a Seymour Duncan Sentient/Pegasus humbucker setup. Finally, two new models have been added to LTD Deluxe's Xtone guitar with the **PS-1000** in Blue Sparkle and Vintage Black. These semi-hollow guitars feature a set of Seymour Duncan Phat Cat overwound single coil pickups.

Detailed information and specifications for all "New for 2020" ESP and LTD guitar models is available at the ESP web site at 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 ESP Custom Shop, ESP Original Series, ESP/LTD Signature Series, ESP USA, ESP E-II, and LTD. For more information call 800-423-8388 or visit www.espguitars.com.