

EXPLORER
NEW CENTURY


They won't believe their eyes. New Century mirror flash with the still-radical Explorer body shape delivers knockout stage presence for even the toughest crowds.

- Full-body mirror pickguard
- Mirror truss rod cover
- Mahogany body and neck
- Classic '60s neck
- 490R & 498T humbuckers
- Available in Ebony only


FLYING V
NEW CENTURY

Glam meets metal with a 21st century twist. The full mirror pickguard of the New Century series on the instantly recognized Flying V body. Let 'em know you're there to rock from the second you hit the stage.

- Full-body mirror pickguard
- Mirror truss rod cover
- Mahogany body and neck
- Classic '60s neck
- 490R & 498T humbuckers
- Available in Ebony only



elle



LES PAUL VIXEN

Beauty *and* beast. All the power and tone of a Les Paul in a lightweight body with a fast-action, slim taper neck. Eye-catching looks and classic Gibson style.

- lightweight mahogany body
- Narrow-nut, '60s-shaped neck
- Rosewood fretboard with standard Les Paul frets
- 490R & 498T Gibson humbuckers for pure Les Paul tone
- Available in Caribbean Blue, Corona Yellow, Coral, Ebony, or Red Metallic

67

LES PAUL

DC PRO

See and hear the difference a century makes. Often imitated but never equaled, this is a premium Les Paul double cutaway guitar, built with 100 years of Gibson knowledge and craftsmanship. For players who want the real thing.

- AAA curly maple top
- Mahogany back and neck
- Special weight-relief double cutaway body design
- Burstbucker Pro bridge and neck humbuckers for unmatched tone
- Rosewood fingerboard
- Available in Natural, Root Beer, Translucent Amber, Translucent Black, Translucent Red, or Black Cherry



68

SG MENACE

For the heaviest headbangers. All the blistering power of the Menace series with a pure metal SG body design.

- Brass knuckles inlay and tribal body routings
- Mahogany body and maple top
- Ebony fretboard
- Special smoky-coil 490R & 498T brass stud humbuckers
- Tattoo-style Gibson logo
- Available in Flat Black only



69

LES PAUL

STUDIO
PREMIUM
PLUS

It sounds as great as it looks. The durability and performance of the time-tested Les Paul Studio, updated with a beautiful AAA flamed maple top and gold hardware. A true beauty for the working guitarist.

- AAA flamed maple top
- 490R & 498T humbuckers
- Mahogany body and neck
- Rosewood fingerboard
- Available in Natural, Root Beer, Translucent Amber, Translucent Black, or Translucent Red





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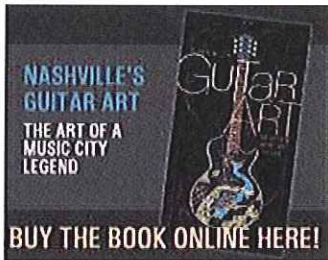
Nashville's GuitarTown Project, a public arts project that featured 10-foot tall fiberglass Gibson Les Paul or Chet Atkins guitars in 2004. The guitar sculptures were designed by local and nationally acclaimed visual artists and throughout Nashville in front of city landmarks and businesses. Many guitar sculptures were partnered with a County and backed by a corporate sponsor. The GuitarTown Project united the Nashville art, music and business community for four worthy charitable organizations: Country Music Hall of Fame & Museum, Cystic Fibrosis Foundation, and the United Way of Nashville.

The guitars completed their tour of Nashville in January 2006 and were then sold at the GuitarTown Auction Gala Ex BMI on February 23, 2006, with all proceeds benefiting the above named charitable organizations.

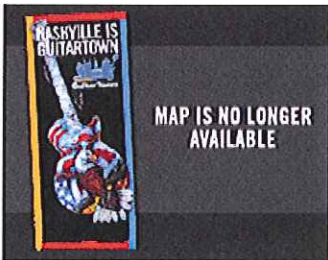
The Nashville GuitarTown Project is administered through the Gibson Foundation, a Division of the Gibson Guitar Company dedicated to improving the quality of life through its support of the arts, education, health & welfare and environment

Guitar Town

- ABOUT THE PROJECT**
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- ARTISTS UPDATES
- STEERING COMMITTEE



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Welcome to London GuitarTown

Gibson GuitarTown London was the first of its kind in Europe, which mirrors the original GuitarTown concept and idea originated in Nashville, Tennessee in 2005. The gala auction which was held at The O2's Indigo2 club in November 2007, raised a total of 200,000 pounds (\$400,000 U.S.). All money raised from the auction was given to Nordoff-Robbins Music Therapy, The Prince's Trust and Teenage Cancer Trust charities; see more on the charities below.

In addition to the final auction, a public exhibition took place from June 25th to September 12th 2007. This public exhibition at More London and The O2 was part of a unique charity campaign bringing together many of Britain's best known bands and musicians with a wide range of visual artists in a creative collaboration to raise money for three charities: Nordoff-Robbins Music Therapy, The Prince's Trust and Teenage Cancer Trust.

Twenty nine 10-foot hand-painted Gibson Les Paul replica guitars were designed by visual artists and signed by many of Britain's top musicians. Each individual 'guitar artwork' aimed to capture the spirit of the musicians who had given their support to the project. The guitars were on public display for ten weeks prior to being sold at an auction event later in the year. The large, 10-foot Les Paul replicas were located at More London and The O2 in Greenwich displayed the thirty regular sized Gibson SG guitars.

Benefiting Charities:



The Prince's Trust

The Prince's Trust is the UK's leading youth charity, helping to change young lives. Through practical support including training, mentoring and financial assistance, The Trust helps 14 to 30-year-olds to overcome their barriers and realize their potential.

Prince's Trust

The Prince's Trust focuses on those who are the hardest to reach: young people who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law. This year marks the 30th Anniversary of The Prince's Trust. In that time, The Prince's Trust has helped over half a million young people and continues to support 100 more every day. But to do so, they need to raise more than one million pounds a week.

The Prince's Trust is a Registered Charity (in England) No 1079675



The Teenage Cancer Trust

Each day in the UK, 6 teenagers will find out they have cancer – that is over 2,000 new diagnoses every year. These young people often get a raw deal, receiving hospital treatment in inappropriate facilities alongside children or older people.

Teenage Cancer Trust focuses on the needs of teenagers and young adults with cancer by providing specialist teenage units in NHS hospitals. As well as state-of-the-art facilities to keep patients occupied during long stays in hospital, the units provide an environment where teenagers can meet others in a similar situation. Units allow patients to build friendships and mechanisms to cope with their disease without being patronized or ignored. Units are staffed with professionals able to fully understand and manage the needs of the patients.

To date, TCT has built units in London, Leeds, Manchester, Birmingham, Sheffield, Liverpool

and Newcastle. The concentration of medical expertise within the units can improve chances of survival. Units cost approximately £1.5 million each to build and TCT would like at least 22 units to ensure every teenager with cancer has access.

Teenage Cancer Trust also provides a UK-wide education and awareness team to educate pupils about cancer and an annual conference for 500 cancer-affected teenagers.

Teenage Cancer Trust is a registered Charity N o. 1062559



The Teenage Cancer Trust

Paul Nordoff an American pianist and composer, and Clive Robbins, a British special needs teacher, met in 1958 in Worcestershire and discovered that they shared a passion to use music to reach the most vulnerable children. For the next 14 years they devoted their lives to helping these children express themselves and communicate through music:

"Music is universal in that it can encompass all heights and depths of human experience, all shades of feeling. It can lead or accompany the psyche through all conditions of inner experience, whether these be superficial and relatively commonplace or profound and deeply personal." - Paul Nordoff and Clive Robbins

The famous Knebworth concert of 1990 raised funds to build a music therapy centre in Kentish Town. The line-up was staggering, including major artists such as Paul McCartney, Status Quo, Genesis, Phil Collins, Eric Clapton, Tears for Fears, Dire Straits, Pink Floyd, Elton John, Robert Plant & Jimmy Page, Cliff Richard & the Shadows. The charity celebrated 30 years of fundraising in 2005, and now we employ over 40 music therapists and provide over 30,000 music therapy sessions a year nationwide. There are 43 Outreach projects across the country in health, educational and social settings.

Nordoff-Robbins Music Therapy is a registered Charity No. 280960



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Designer

Bass

Doublecut

Singlecut

Brands

All

Gibson USA

Gibson Custom

Epiphone



Sort By Popularity

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Gibson USA
Les Paul Standard 2010 Limited

Rating 7.5/10 493 Comments

MSRP \$6,108



Gibson USA
Les Paul Studio

Rating 8.3/10 462 Comr

MSRP \$1



Gibson USA
Les Paul Traditional

Rating 9.6/10 432 Comments

MSRP \$3,449



Gibson USA
2008 Les Paul Standard

Rating 8.8/10 360 Comr

MSRP \$3


76



Gibson USA
Les Paul Studio 50s Tribute

Rating 9.3/10 362 Comments

MSRP \$1,399



Gibson USA
Les Paul Studio Faded

Rating 9.5/10 222 Comments


MSRP ~~\$1,379~~ \$1,199



Gibson USA
Dusk Tiger

Rating 3.6/10 945 Comments

MSRP \$4,000



Gibson USA
Les Paul Traditional Pro

Rating 9.6/10 153 Comments

MSRP \$3,399



Gibson USA
Chad Kroeger "Blackwater" Les Paul

Rating 2.6/10 794 Comments

MSRP \$4,099



Gibson Custom
Les Paul Axxess Standard

Rating 9.1/10 112 Comments

MSRP \$5,000



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- Firebird
- Melody Maker
- Designer
- Bass
- Doublecut
- Singlecut

Brands

- All
- Gibson USA
- Gibson Custom
- Epiphone



Sort By Popularity

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Gibson USA
SG '61 Reissue

Rating 9.8/10 185 Comments

MSRP \$3,299



Epiphone
G-400

Rating 9.5/10 292 Comm

MSRP



Gibson USA
SG Special

Rating 8.9/10 176 Comments

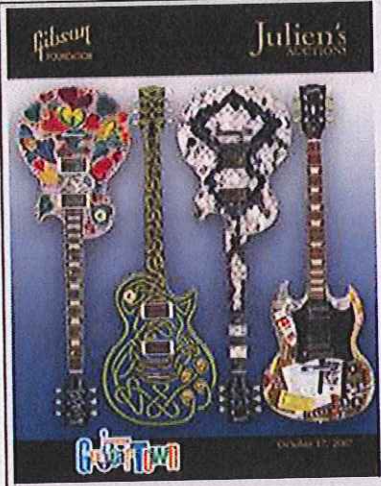
MSRP \$1,665



Gibson USA
SG Special Faded

Rating 9.4/10 301 Comr

MSRP \$1



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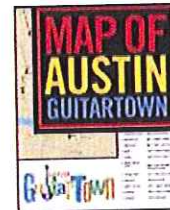
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The vibrant Austin GuitarTown collector's art book is printed in limited quantity and features exquisite images of the entire collection of Gibson Guitar sculptures and showcase guitars.

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- Melody Maker
- Designer
- Bass
- Doublecut
- Singlecut

Brands

- All**
- Gibson USA
- Gibson Custom
- Epiphone



Sort By Popularity



Epiphone
Jeff Waters "Annihilation-V"

Rating 9.0/10 51 Comments

MSRP \$1,165



Gibson USA
Tribal V

Rating 7.5/10 68 Comme

MSRP \$3



Gibson USA
Robot Flying V

Rating 9.4/10 21 Comments

MSRP \$3,749



Gibson Custom
1959 Korina Flying V

Rating 8.8/10 95 Comme

MSRP \$12



Epiphone
Marcus Henderson Apparition

Rating 8.3/10 27 Comments

MSRP \$1,415



Epiphone
Prophecy Futura Custom FX

Rating 8.6/10 26 Comments

MSRP \$1,332



Epiphone
Prophecy Futura Custom EX

Rating 8.9/10 17 Comments

MSRP \$1,332



Epiphone
"1958" Korina Explorer

Rating 9.8/10 74 Comments

MSRP \$832

Gibson

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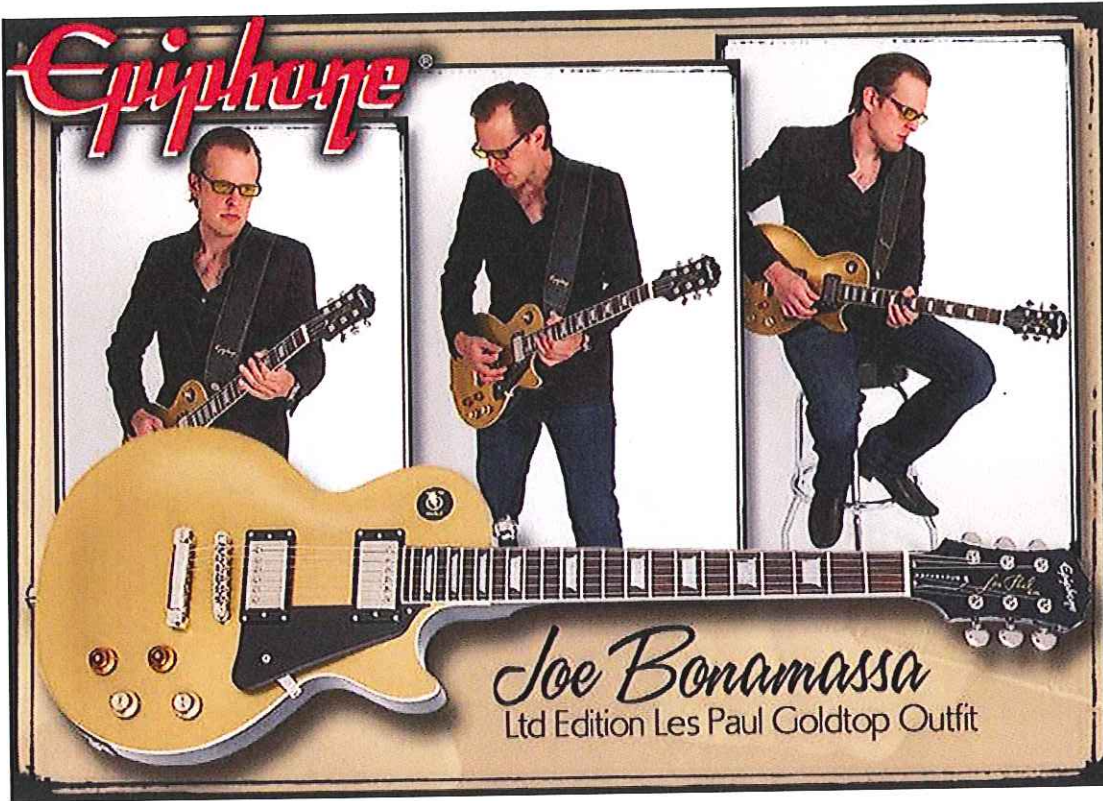
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- G-400 Custom
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FOR IMMEDIATE RELEASE

CLEVELAND ROCKS! RAISES \$100,208 FOR THE ROCK AND ROLL HALL OF FAME AND MUSEUM, CLEVELAND FILM COMMISSION AND THE MUSIC SETTLEMENT

Monday, June 07, 2010

Cleveland, OH—June 06, 2010— Cleveland Rocks!, the public arts project presented by Epiphone Guitar had its Gala Auction event on Thursday, June 3, 2010 at the Rock and Roll Hall of Fame and Museum. The Cleveland Rocks! Gala Auction culminated the year-long arts project which brought together the arts and entertainment community in the City of Cleveland for the benefit of local non-profits. The auction featured one-of-a-kind playable* Epiphone art guitars, some of which featured handwritten autographs including Shaquille O'Neal, LeBron James, Dave Matthews, Ryan Cabrera, Nickelback, Rascal Flatts, Creed, Lynryrd Skynryd, Peter Frampton and others. Epiphone and the Gibson Foundation raised \$100,208 for the beneficiaries during the high energy event. The Gala Auction was hosted by world renown Julien's Auctions known for some of the most sought after entertainment memorabilia in the world. Proceeds will be collected and presented to the three beneficiaries, the Rock and Roll Hall of Fame and Museum, The Cleveland Film Commission and the Music Settlement of Cleveland.

All guitars were auctioned off to the highest bidder during the auction event with some bids coming in from as far away as Spain via the phone. Visual artists made special appearances while Cleveland's own Michael Stanley helped kick off the event. Dave Berryman, President of Gibson Guitar took to the stage prior to the auction preceded by a standing room only performance by recording act, Brother Trouble..



Photo: #1) Celebrity Co-Chair Michael Stanely welcomes the sold out crowd
Photo: #2) Brother Trouble and Michael Stanley prepare to kick off the auction event
Photo: #3) Brother Trouble performs for the sold out crowd prior to bidding
Photo: #4) Cleveland Rocks! Auction Underway, 70 Epiphone Guitars Sold to the highest bidders
Photo: #5) Crowds getting ready and in position to bid
Photo:# 6) Brother Trouble, special performance for Cleveland Rocks!

For more information on Cleveland Rocks!, please visit <http://ClevelandRocks.Epiphone.com>, www.gibson.com

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About Gibson Guitar:

Gibson is known worldwide for producing classic models in every major style of fretted instrument including acoustic and electric guitars, mandolins and banjos. The Gibson Les Paul guitar is the best selling guitar of all time and bears the name of the late, great Les Paul. Gibson's HD.6X-PRO Digital Guitar, the Gibson Robot Guit, the Gibson's Dark Fire and the Gibson Dusk Tiger all represent the biggest advances in electric guitar design in

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Specification

Brand, Paper Jamz

[[strong]]Series, You Really Got Me, Blazing Hot and

Go-kart[[strong]] [[/]]

[[i]]Vignette, [[/]]

[[i]]Voice of Play, play perfect guitar to the ground, led kits [[/]]

[[i]][[i]]Output mode, control the output rhythm for each song [[/]] [[/]]

[[i]][[i]]Recording, play back chords - on an your own songs! [[/]] [[/]]

[[i]][[i]]Built in speaker, a 10watt, 8ohm, 8ohm [[/]] [[/]]

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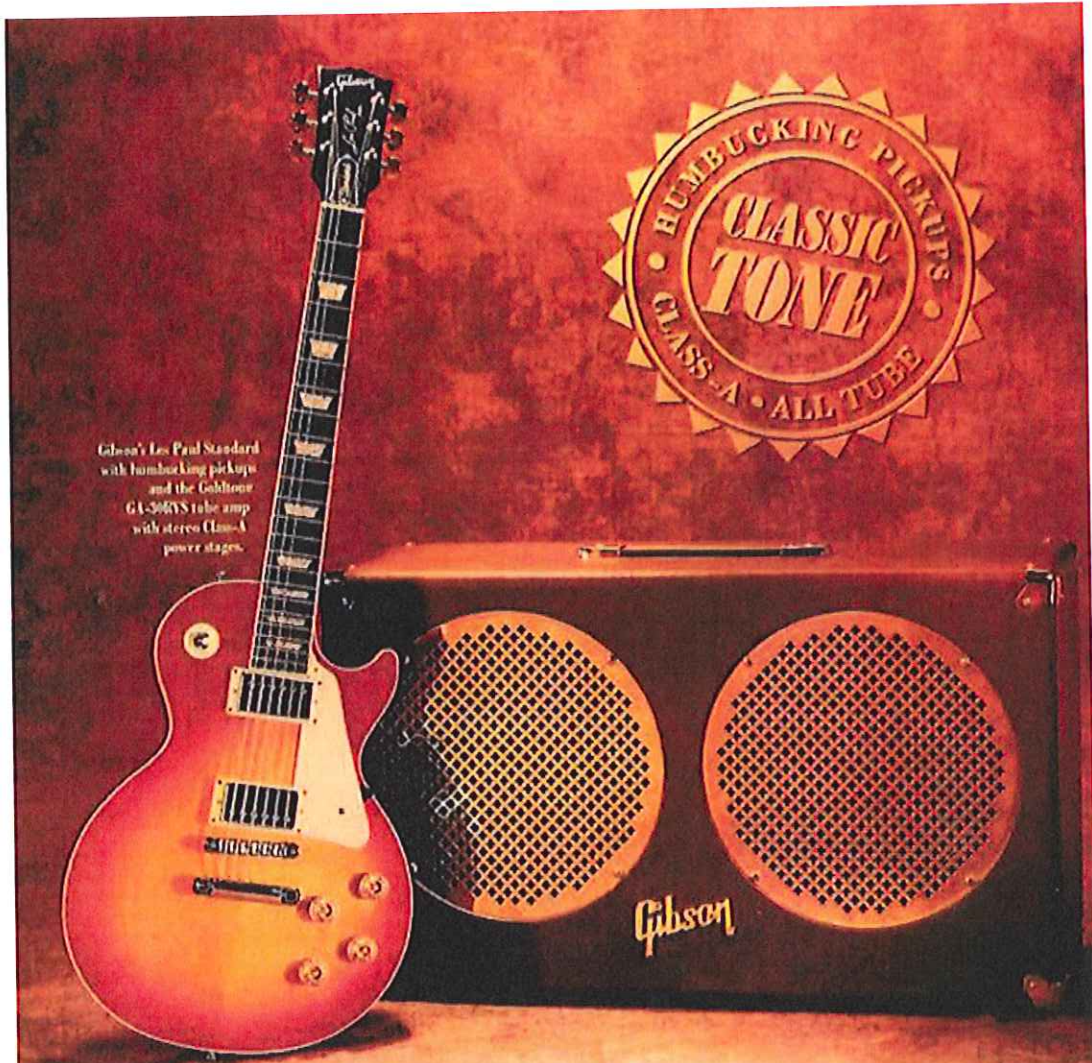
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Gibson's Les Paul Standard with humbucking pickups and the Goldtone GA-308VS tube amp with stereo Class-A power stages.

Gibson's Golden Age of Tone Returns

For over 100 years, Gibson has produced musical instruments that are unparalleled in quality and tone.

The Les Paul Standard is a total classic unmatched by any other guitar. It defines great tone. The Standard is the first solidbody electric guitar composed of select, multiple tone woods. The revolutionary combination of a Grade A mahogany neck and carved maple top coupled with the Gibson-pioneered

humbucking pickup produce the legendary crunch and creamy sustain that has set the standard.

Modeled after the classic 1950's Gibson amps, the new Goldtone line features tube pre-amps and Class-A power stages, Celestion 10" or 12" speakers and 15 to 30 watts of pure power.

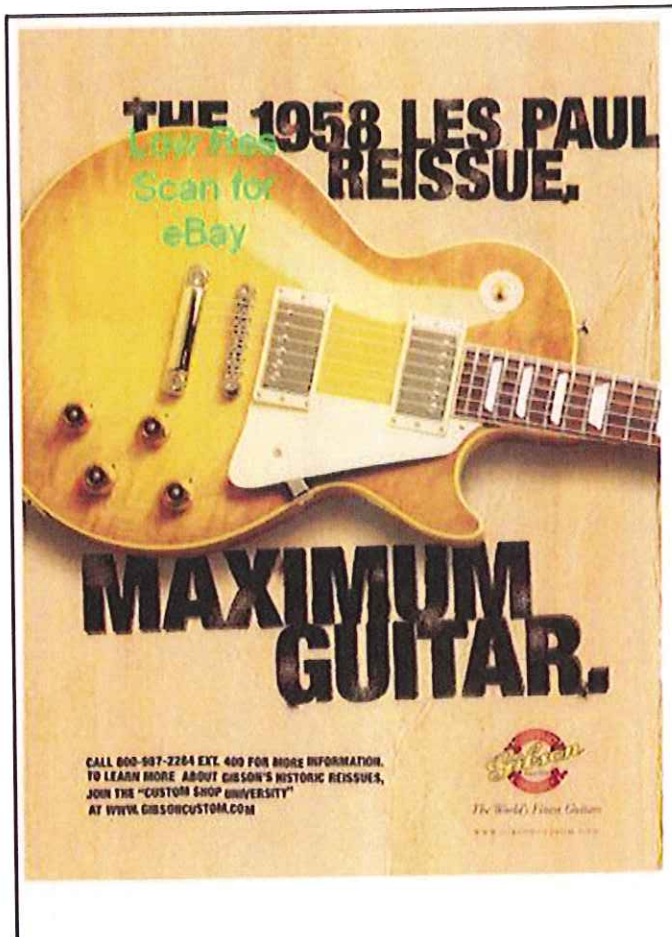
Crank up a Goldtone amp with the Les Paul Standard and hear the warm tone that only Gibson humbucking pickups

and a Gibson Class-A tube amp can deliver.

For more information on the Les Paul Standard and the GA-308VS and a dealer in your area call 1-800-1-Gibson or visit our website at www.gibson.com.

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1994




THE 1958 LES PAUL REISSUE.

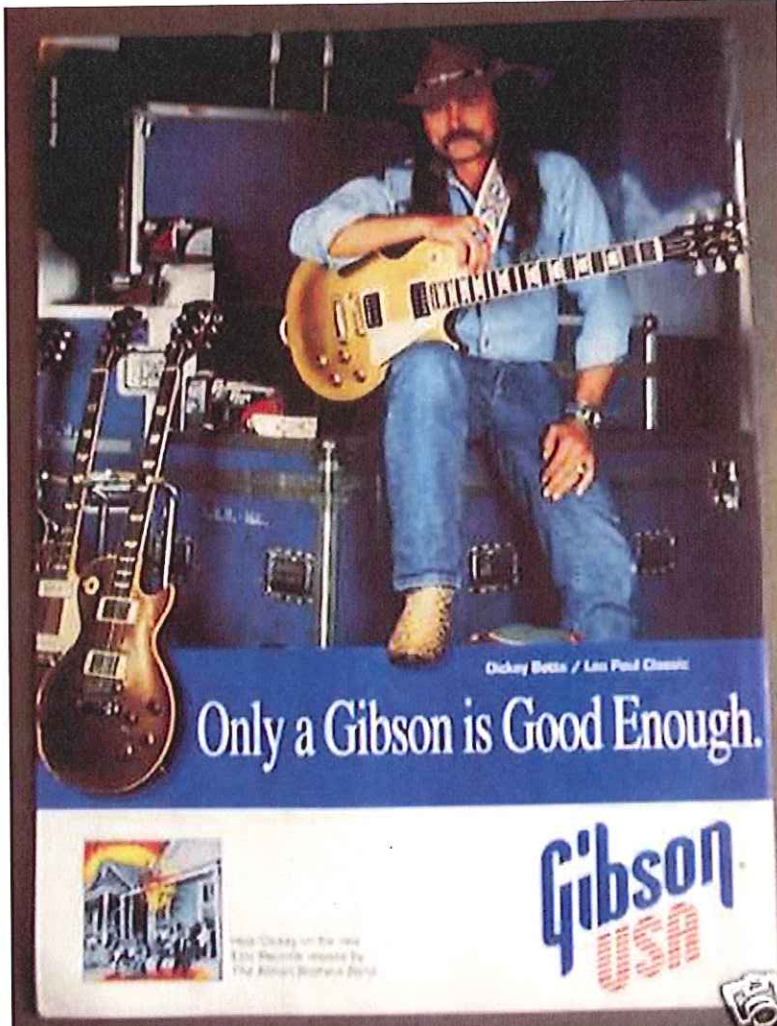
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Dickey Betts / Les Paul Classic

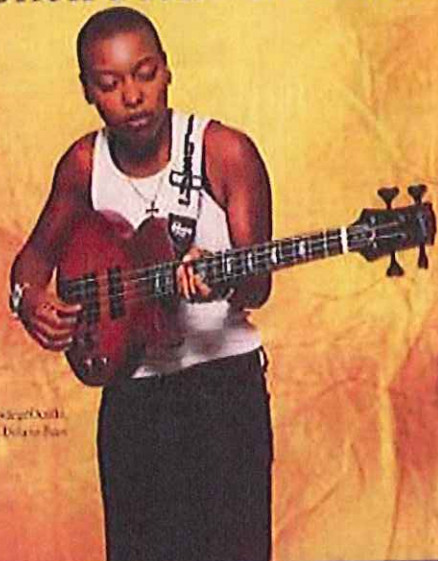
Only a Gibson is Good Enough.



Help Dickey on the new
Les Paul Classic made by
The Gibson Memphis Shop



Me'Shell Picks Gibson!



Me'Shell Nye (left)
and Fred Durkin (right)

Because Only a Gibson is Good Enough.



Photo: Ken Karp / Ken Karp

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