

The Les Paul Studio Series

A value breakthrough in a rock 'n' roll masterpiece. For the player who understands the value of greatness, even when economy is important, Gibson introduces the Les Paul Studio Series—guitars crafted to meet the same performance standards as the legendary Les Paul model, at a remarkably affordable price.

If you thought you couldn't afford an American classic, Gibson will change your mind. See, feel and hear for yourself the quality of a Les Paul Studio guitar, at your nearest authorized Gibson dealer.

Prices start at \$699.*



*Manufacturer's suggested retail price.
Financing available through
Benchmark
at your local authorized Gibson dealer.

American office: P.O. Box 10087, Nashville, TN 37210. European, Middle East and African Offices: Gibson B.V., Gessertweg 67a, 3045 AK Rotterdam, The Netherlands.

Gibson

Making history.
Yesterday. Today. Tomorrow.

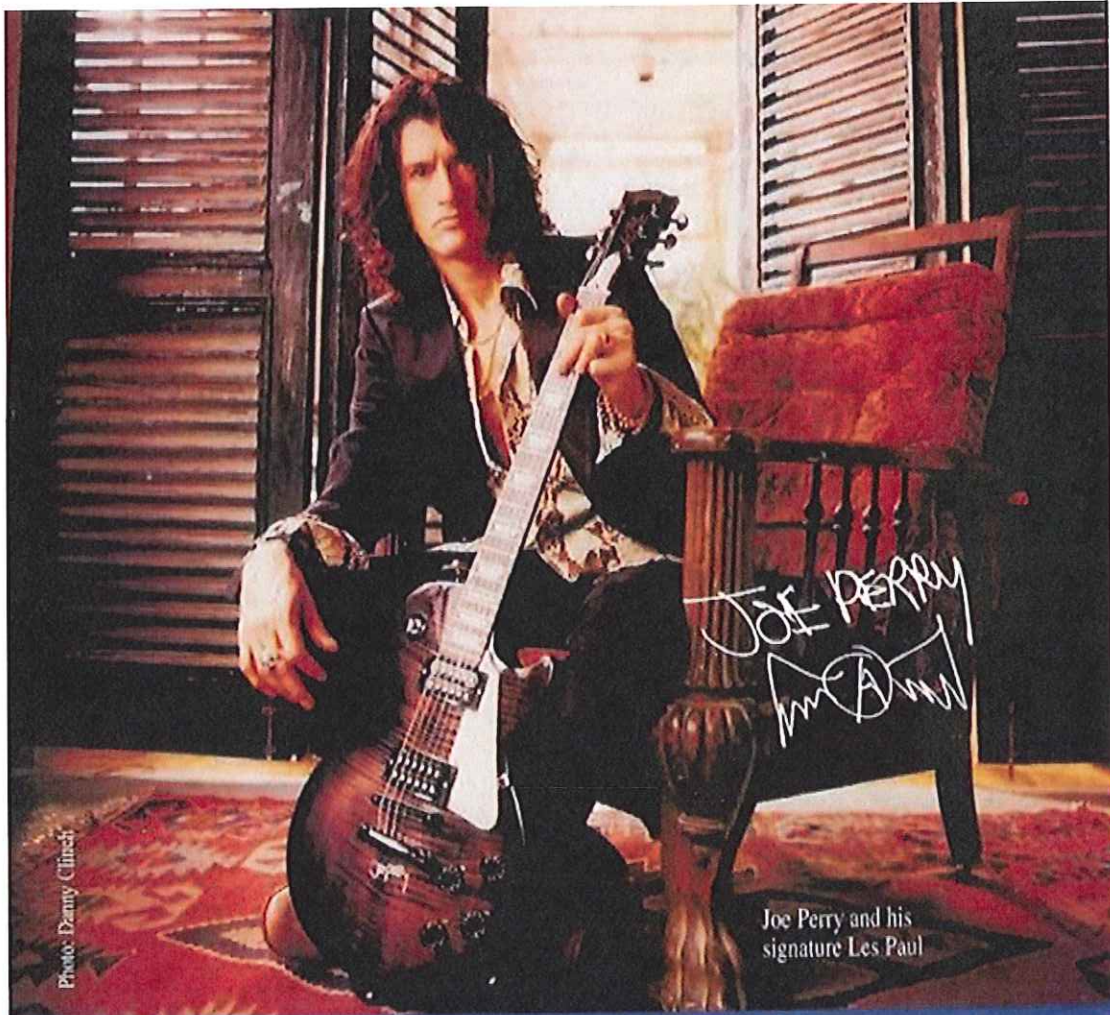


Photo: Danny Clinch

Joe Perry and his signature Les Paul

Only a Gibson Is Good Enough



The Joe Perry Les Paul

- Push/pull pot for active mid-boost/feedback control
- Exclusive custom-wound lead pickup
- Hand-stained Translucent BlackBurst finish

Hear the sounds of the Gibson Joe Perry Les Paul on Aerosmith's new Columbia CD, *Nine Lives*.



Call 1-800-4-GIBSON for a free brochure "How to Buy an Electric Guitar"

Visit us @ <http://www.gibson.com>

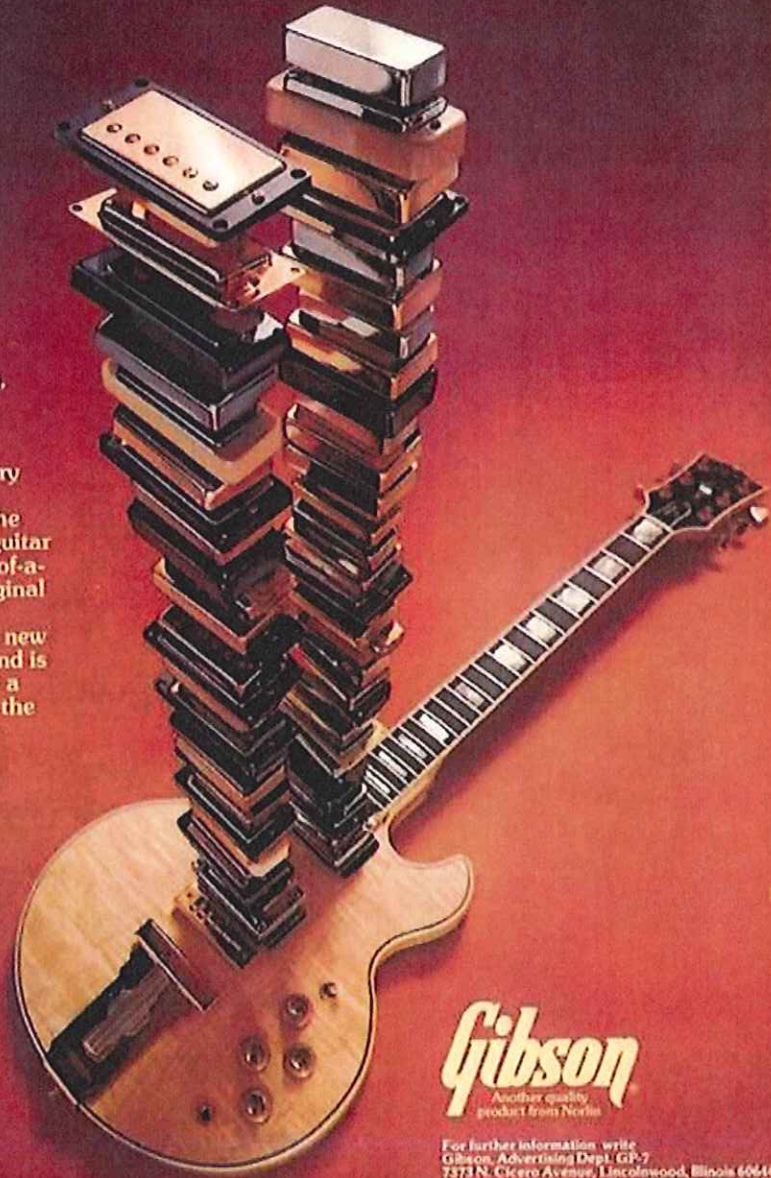
641 Mainway Drive • Nashville, TN 37210

1977

134

Seventy ways to pick up your guitar.

Pickups are like guitars, because every guitarist has his favorite. And there isn't one kind of pickup that pleases every kind of guitarist. So, Gibson simply makes the best pickups for every guitar made. All kinds of one-of-a-kind pickups. From original Humbuckers, to high frequency screamers to new pickups so hot, the sound is searing. You see, it isn't a question of who makes the best pickups. It's which Gibson is best for you.



Norlin

Gibson
Another quality
product from Norlin

For further information write:
Gibson Advertising Dept. GP-7
7373 N. Cicero Avenue, Lincolnwood, Illinois 60466
51 Nantucket Boulevard, Scarborough, Ontario, Canada
114 Charing Cross Rd., London WC2R 0J5, England

1999

FREE STRINGS!
See Below For Details

40th Anniversary Les Paul Standard

40th Anniversary Les Paul Custom

40
Les Paul Anniversary

To celebrate Les' 40th Anniversary with Gibson and the success of the Tribute Collection on Capitol Records, Gibson USA proudly introduces these two exceptional "Limited Edition" guitars. Test drive one today at your participating Gibson dealer and receive a **FREE** set of Gibson "Bite Wire" strings.

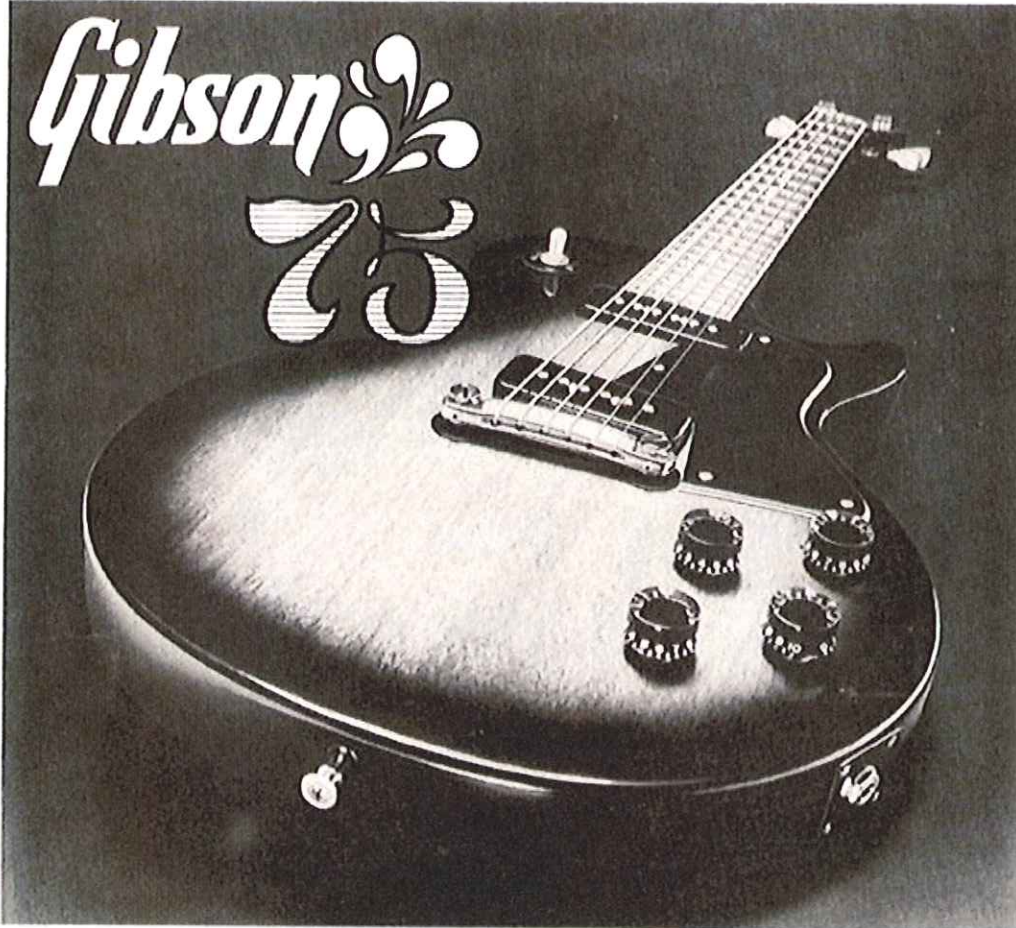
Only a Gibson is Good Enough.

Gibson USA

1-816-234-1101 Fax • Nashville, TN 37210 • 1-800-451-0600

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1975



Would you sell your soul for a 1955 Les Paul Special?



Don't fret - we're not asking you to! Because, the good news is that Gibson have now issued a limited edition remake of this legendary Les Paul model, complete with all original fittings, exactly as in 1955. Available now from Gibson Star Dealers - but hurry, supplies are limited.



Henri Selmer & Co Ltd Woolpack Lane Braintree Essex CM7 6BB

25

1978

THE MOST LES



Les Paul's silver anniversary is your golden opportunity.

Fifty years ago Les Paul broke into the music business and began breaking it wide open with his echo chambers, overdubs and hit records. Twenty-five years ago the Gibson Les Paul guitar began establishing its own records, becoming the world's greatest electric guitar. And today, both are still creating Grammy award winning music.

Gibson is honoring its twenty-five year association with Les Paul by introducing the 25th Anniversary Les Paul guitar. It's the kind of guitar they'll be talking about 25 years from now. But you have to order it by December 31st, 1978, because it's a limited edition model. In fact, each guitar will be serialized to make it a one-of-a-kind collector's item.

The 25th Anniversary Les Paul looks like a work of art. Its solid mahogany body has a beautiful maple top—two piece, book-matched and highly figured. For the fastest calibration and per-

fect intonation, Gibson designed the exclusive new fine tuning tailpiece. There's a lot more brilliant Les Paul sustain because of the brass nut and the solid brass studs mounted under the tuneomatic bridge. We've added more power too with Gibson's new high output Series VII pickups. And there's even more sounds thanks to the coil tap switch that lets you flip from humbucking to non-humbucking modes. It's simply the most Les Paul guitar ever.

Invest in an anniversary present that'll mean more and more, year after year. But you must order by December 31st. The 25th Anniversary Les Paul guitar. It's your golden opportunity to play the most Les.

For information on the Anniversary Les Paul guitar and other Gibson instruments, send \$1.50 for postage and handling.



Gibson
An electric guitar
produced in the U.S.A.

7373 N. Cicero Ave., Lincolnwood, Illinois 60466
51 Nantucket Blvd., Scarborough, Ontario Canada



**Gibson
Les Paul model**

It's a Sensation!

Designed by Les Paul—produced by Gibson—and enthusiastically approved by top guitarists everywhere, the Les Paul Model is a unique and exciting innovation in the fretted instrument field; you have to see and hear it to appreciate the wonderful features and unusual tone of this newest Gibson guitar. Write Dept. 101 for more information about it.

1985

**Neal Schon
and
Gibson**

*The ultimate
combination*

On one hand, a rock 'n roll master... on the other hand, a rock 'n roll masterpiece.

In Neal Schon's hands a guitar is transformed, delivering beautiful textures, chilling majestic melodies, and the screams of an unleashed demon. He demands the ultimate from his instrument. That's why Neal chooses Gibson.

Take Neal's preference for Les Paul models. It's not surprising. The incredible sound, feel, and fine craftsmanship of the Les Paul Models set the precedent for excellence. Each is a masterpiece.

You see, when Neal goes for it, he goes all the way... all the way to Gibson. You can too.

Gibson
American-made World played

GIBSON B.V. GIJZENVEEG 67A
3044 AK ROTTERDAM, THE NETHERLANDS

PO BOX 100087 NASHVILLE, TN 37210

1982

VINTAGE
VOLTAGE

(Limited Edition)

30th Anniversary Les Paul Standard.

The shape of '52 that shattered all the molds;
the classic gold top.

The bridge that perfected intonation;
the pickups that inspired a new sound.

30 years of the electric guitar in the
electric guitar that made history.


Gibson.

Making history.
Yesterday, today, tomorrow.

Les Paul

Write for free literature. For a poster size reprint of this ad, send \$2.00 to Gibson Literature Dept., P.O. Box 10087, Nashville, TN 3720.
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Waalhaven Zuid ZUID AS, 3055 HU Rotterdam, Nederland.

The Mark of a Great Guitarist.



When Les Paul's arm was crushed in an auto accident, he had to permanently quit to permit him to continue to play his masterpiece. 1952. Epiphone.

Like Epiphone, Les Paul has made his mark in history as one of the greatest and most innovative guitarists of all time. But what most people don't know, is that his first solid body electric guitar was handmade at the Epiphone factory.

- Built 100% to Les Paul's specifications
- Solid, glued neck joint for great stability and sustain
- Rosewood fingerboard with trapezoid inlays
- 10 Year Warranty


Roll up your sleeves and make your own mark!

Test drive any Epiphone Les Paul at your Authorized Dealer today and receive a FREE Epiphone tattoo!!! (While Supplies Last)

Les Paul Standard
Heritage Series
Epiphone

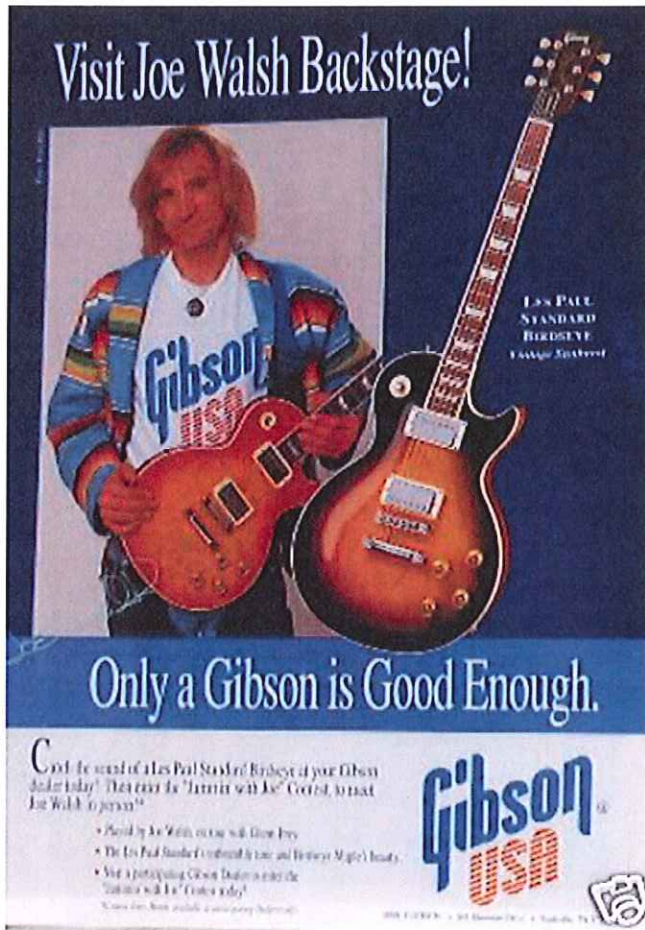
The Epiphone Company
1818 Elm Hill Pike - Nashville, TN 37210
Call 1-800-444-2766 for a FREE Catalog!!!

Epiphone
Quality Since 1910



1993

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Visit Joe Walsh Backstage!

LES PAUL
STANDARD
BIRDSEYE
EAGLE
335/335T

Only a Gibson is Good Enough.

Could the sound of a Les Paul Standard® Bridge at your Gibson dealer today? They can be "Jammin' with Joe" Coolest, to meet Joe Walsh in person!

- Played by Joe Walsh, on tour with Glenn Frey
- The Les Paul Standard's inherent fit and finish (and Maple's beauty)
- Visit a participating Gibson Dealer to enter the "Jammin' with Joe" Contest today!

*Contest ends 12/31/10. See Gibson.com for details.

Gibson
USA

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1969

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Daddy of 'em all.



Les Paul may not have invented amplified music, but he perfected it almost single-handed. He started a revolution in fretted instruments and pick-up design which is still going on. And the guitars he designed with Gibson have yet to be surpassed.

The demand for them just won't quit. And the pressure to make more has never let up.

Okay, you win. We are pleased to announce that more of the original Les Paul Gibsons are available.

Line forms at your Gibson dealer's.

Gibson Guitars and Amps.

7373 N. Cicero Ave., Lincolnwood, Ill. 60466

The Jimmy Page Les Paul

Jimmy Page

Only a Gibson is Good Enough.

A New Les Paul Designed by Jimmy Page

- 24 legendary woods...the largest selection ever.
- A compound radius neck. Our best ever built right out of the case.
- A figured maple top with a vintage light honeyburst finish.

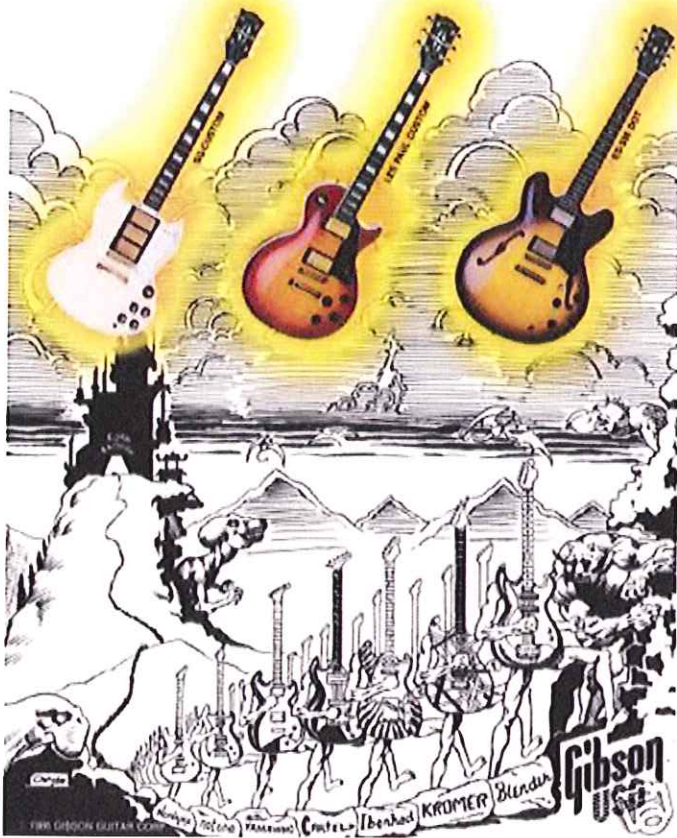
Gibson USA

For more information on the Jimmy Page Les Paul call 1-800-GIBSON or visit our website Gibson.com
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1988

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Gibson Rises Above The Crowd!



The Active Sound of the 80's



TD Active

ES Active

Les Paul Active

Gibson
A Division of Fender Musical Instruments Corporation
1001 W. Center Street
Anaheim, CA 92801
USA
www.gibson.com

See these and other new models at your local Authorized Gibson Dealer

April 7, 2008

BOLD NEW PRODUCT FROM *Gibson*
USA

THE LES PAUL CUSTOM LITE

- **ULTRA LITE WEIGHT WHILE**
RETAINING THE EXOTIC WOODS AND CONSTRUCTION
FOR THE BEST SUSTAIN AND TONE
IN THE WORLD!
- **SLEEK CONTOURED BODY**
AND IMPRESSIVE FRET
ACCESS.
- **SUPER OUTPUT**
1959 LES PAUL PICKUPS
PLUS COIL TAP SWITCH
ADDS WILD NEW SOUNDS
TO THE TRADITIONAL.

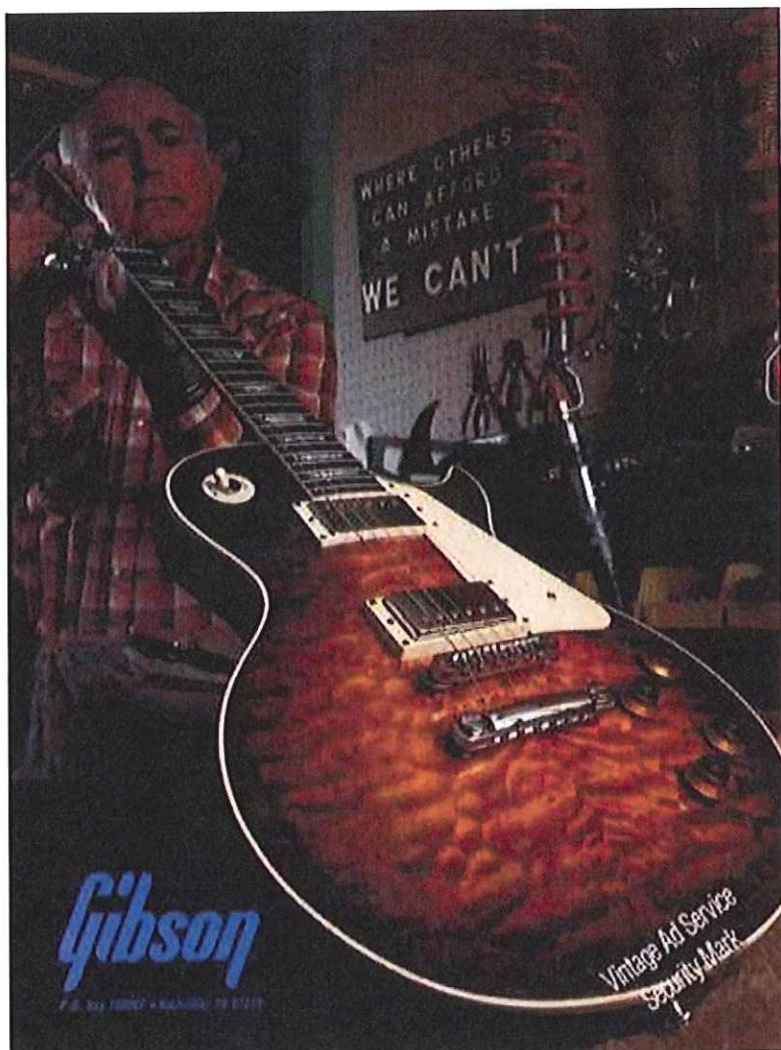
*"Every Les Paul Guitar player in the world
will want to add my **New LES PAUL CUSTOM LITE**
guitar to their collection of professional weapons."*

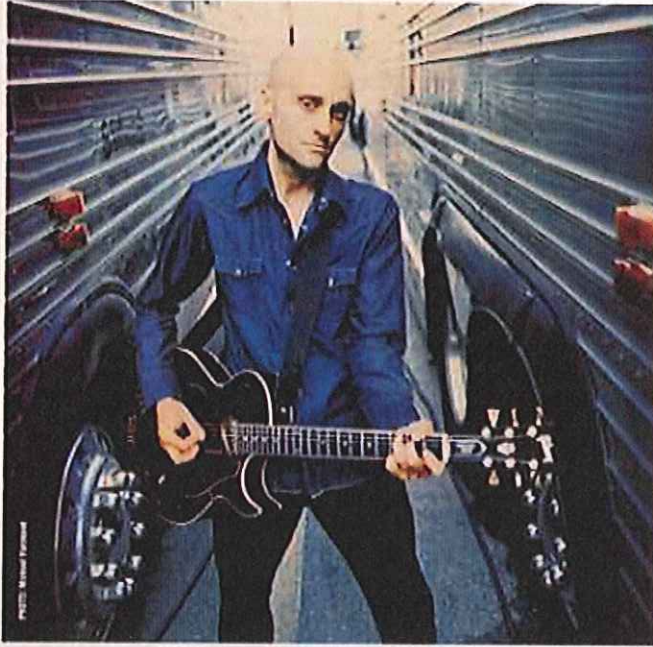
© 1987 Gibson Guitar Corporation

Les Paul
1/15/87

1981

150





Michael Ward's New Gibson is no Wallflower

If this were just gig, what would you play? You'll need a guitar that can cut through a screaming PA and a powerful, rhythmic, subtle, tight after-tight. With a fly of a switch, you'll get from a top-up system to blaring ballad, from crisp and clean to wild and subtle. Your guitar should be a one-flick-you-pick. You need a whole

catalog of words at your command. Now, what guitar would you play?
Michael chose the Gibson Howard Roberts Fusion.

An experienced player like Michael Ward doesn't integrate his guitars by musical style. The same open mind and ears that make his music special come into play

when choosing an instrument. He looks to guitars to hear what they have to offer. The Howard Roberts Fusion has plenty to give. Fusion is Gibson's most versatile body with expanded cutaway, versatile humbucking pickups, and a beautiful yet functional finish. It just plain feels right.
It's no Wallflower, even if Michael is.

Only a Gibson Is Good Enough

Gibson Corp. • Call 1-800-4-GIBSON for a free brochure "How to Buy an Electric Guitar." • Visit us at <http://www.gibson.com>

2000

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Gibson Sets the Standard

The Gibson Les Paul Standard is the choice of guitar heroes, working musicians, garage band guitarists and collectors alike. Considered the signature instrument of rock and roll, it is the benchmark by which all electric guitars are measured.

Great tone sets a guitar apart from the pack. The Les Paul Standard defines great tone. It is the first solidbody electric guitar composed of select, multiple tone woods. The revolutionary combination of a grade A mahogany back and carved maple top coupled

with the Gibson-pioneered humbucking pickup produce the legendary crunch and creamy sustain that has set "The Standard Since 1952."

Why settle for an imitation? Only one guitar can give you that famous Les Paul tone with rich sustain, effortless playability and quality craftsmanship you have come to expect from Gibson.

Don't just take our word for it. Try this American icon for yourself and discover what demanding players already know.

For more information on the Les Paul Standard and a Gibson dealer in your area call us at 1-800-4-GIBSON or visit our website at www.gibson.com



The Standard Since 1952™

Only a Gibson Is Good Enough

1993

Bring Home History...

59' SUPER 400

59' LES PAUL FLAMINGO

THE HISTORIC™ COLLECTION

*Since 1894, Gibson instruments have established new forms of music.
These pioneering instruments have also been investments that increased in value.
Gibson is manufacturing tomorrow's vintage instruments today.*

Only available at a Gibson certified Historic Collection Dealer.

Only a Gibson Is Good Enough!

Gibson
MADE IN THE USA
EST. 1830

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657 Mountain Drive • Nashville, Tennessee 37210



THEY'RE TOPS... LES PAUL, MARY FORD AND THEIR GIBSONS

 **Gibson** Inc.,
Kalamazoo, Mich.

Its wondrous tone, unique features and beautiful styling have recorded a hit from coast to coast for the Les Paul Model. Guitarists marvel at the new design and playing ease, listeners enthuse over the exciting tonal qualities and sharp contrasts. Like its designer, the Gibson Les Paul Model is "star quality" in every respect.

AMOUS FOR DISCOUNTS FOR OVER 86 YEARS!



THE LARGEST SELECTION,
THE MOST KNOWLEDGEABLE STAFF,
THE LOWEST PRICES,
ALL GUARANTEED!

At Sam Ash Direct, we don't just serve musicians - we are musicians! We've got a state-of-the-art sales and support center ready to help you find the gear you need. No matter what your question, we're here with an answer 24 hours a day, 7 days a week. Plus you can always count on Sam Ash to deliver the lowest price - guaranteed. As the nation's largest family-owned musical instrument retailer, we strive very hard to provide the highest level of service in the business - an approach established when we opened our first store in 1924.

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EXHIBIT B