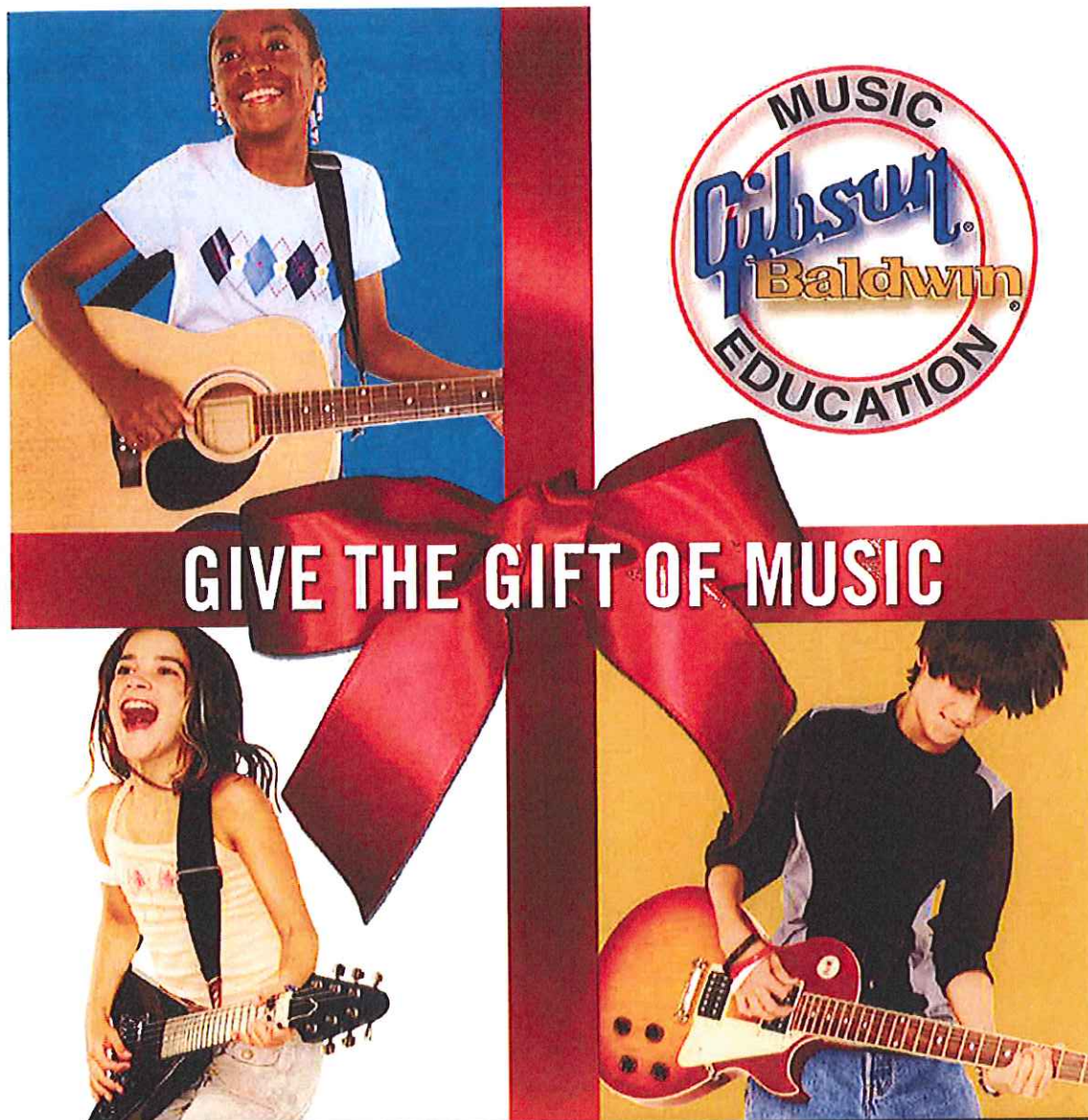




Gibson Baldwin Music Education is proud to introduce a collection of high quality, introductory professional grade musical instruments.

Can be found conveniently at one of these fine retailers:
Best Buy • Circuit City • K-Mart • Target • Toys R Us

In support of music education, a portion of all proceeds will be donated to benefit the following charities:



MTNA

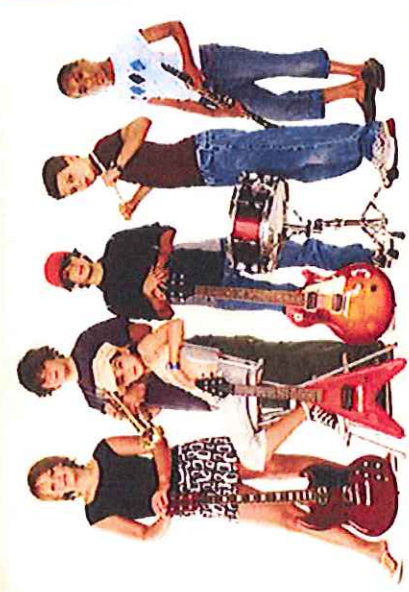
For more information, please visit www.gibson.com/products/GBME



HOME
THE GOODS
WISH LIST
THE CONTEST
COOL STUFF
TELL A FRIEND

ENTER NOW TO
WIN A COOL GUITAR
AUTOGRAPHED BY
RYAN CABRERA





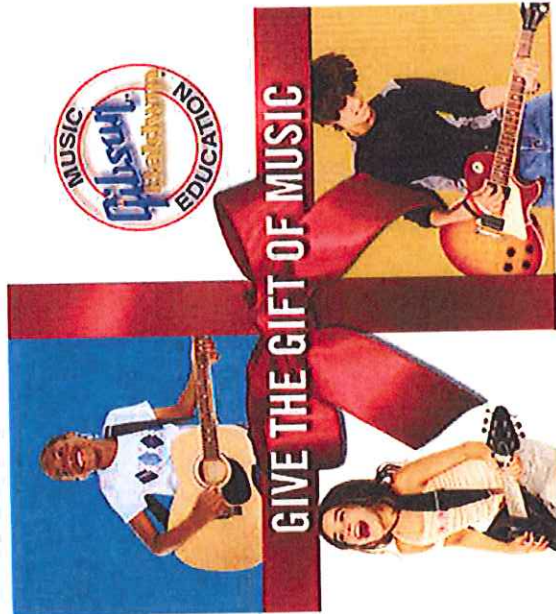
Wanna Be A
Guitar Hero?
IN STORES NOW

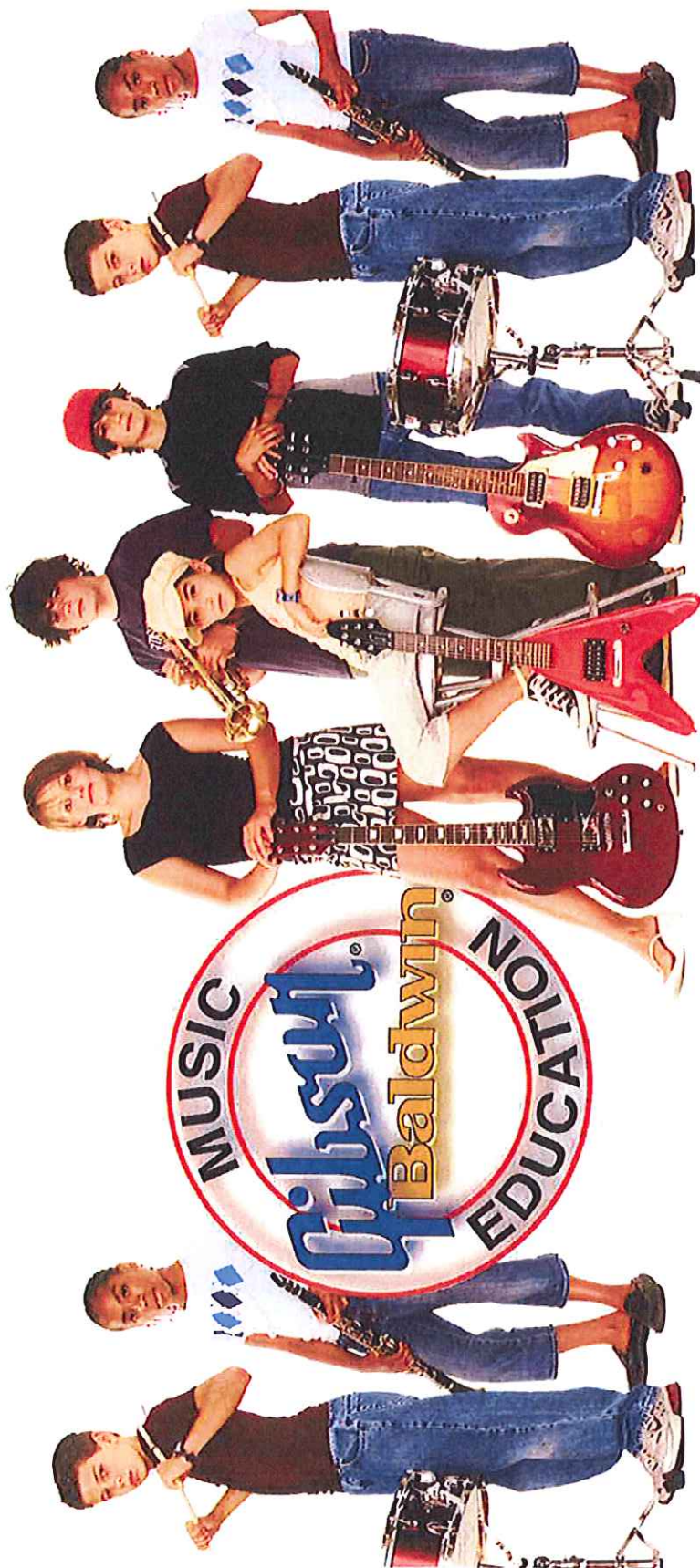


A portion of the proceeds from your purchase will be donated to the following charitable music education organizations.



GIVE THE GIFT OF MUSIC



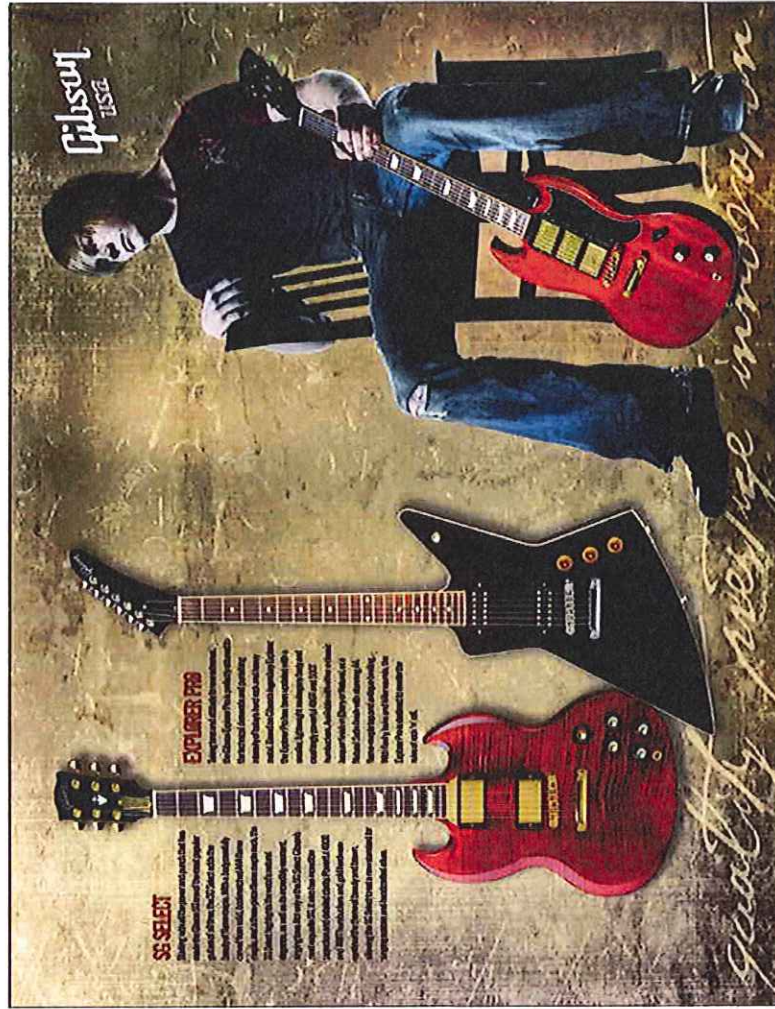




Concept Direction 2 - New Product 2007 Introduction Brochure



Cover



Inside Spread



Concept Direction 2 - Magazine Advertising

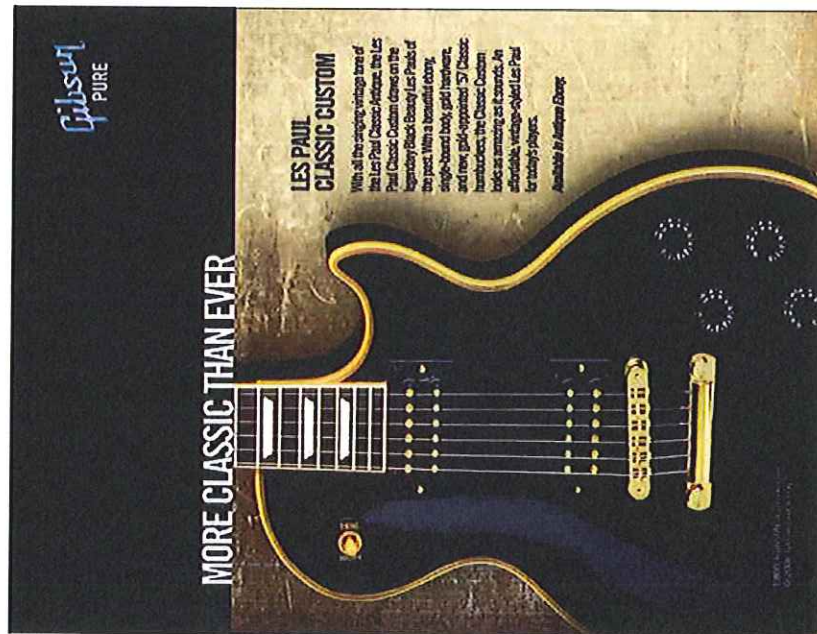


Ad Design





Concept Direction 2 - Product Sheet and POS

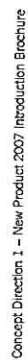


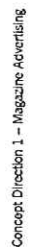
Product Sheet: Front



In-Store POS Banner









Concept Direction 1 - Product Sheet and POS



Product Sheet Front



In-Store POS Banners

USA NEW PRODUCT BROCHURE 5/12/06 3:03 PM Page 2

LES PAUL GT



The toughest machine on the road. Built to withstand the rigors of the roughest gig and still deliver classic Les Paul tone. With rugged design and innovative electronics, the Les Paul GT is the guitar for any—and every—situation.

- Classic '50s Les Paul neck
- Locking metal button Grover® tuners
- Neutrik™ locking cable jack
- Dunlop strap locks
- Over/under dual truss rod for extra neck reinforcement
- Push/pull pots for coil-split 490R & 498T humbuckers
- Fully independent volume controls
- High-pass tone filter maintains high frequencies at any volume setting
- Graph Tech nut
- Available in Muscle Green, Candy Orange, Candy Apple, Phantom Black, or Daytona Blue

USA NEW PRODUCT BROCHURE 5/12/06 3:04 PM Page 3

SG GT

For the gigging guitarist who knows what it takes—*everything*. All the tested durability and innovation of the GT in a sleek SG chassis. Made *by musicians for musicians*.

- Classic '61 SG neck
- Locking metal button Grover® tuners
- Neutrik™ locking cable jack
- Dunlop strap locks
- Over/under dual truss rod for extra neck reinforcement
- Push/pull pots for coil-split 490R & 498T humbuckers
- Fully independent volume controls
- High-pass tone filter maintains high frequencies at any volume setting
- Graph Tech nut
- Available in Muscle Green, Candy Orange, Candy Apple, Phantom Black, or Daytona Blue



USA NEW PRODUCT BROCHURE 5/12/06 3:04 PM Page 4



LES PAUL GODDESS

The Goddess packs all the punch of a traditional Les Paul into a light, streamlined body. Comfortable enough to play all night, tough enough to go the distance.

- Special lightweight mahogany body
- Narrow nut, slim taper, '60s-style neck
- Madagascar heather ebony fretboard
- Translucent 490R & 498T humbuckers
- Reduced body size
- Available in Rose Burst, Sky Burst, Ice Burst, Violet Burst, or Ebony

USA NEW PRODUCT BROCHURE 5/12/06 3:05 PM Page 5



SG GODDESS

The beauty and power of a Goddess with the classic SG body. Pure rock and roll style.

- Special slim mahogany SG body
- Narrow-nut, slim taper, '60s-style neck
- Madagascar heather ebony fretboard
- Translucent 490R & 498T humbuckers
- Available in Rose Burst, Sky Burst, Ice Burst, Violet Burst, or Ebony

USA NEW PRODUCT BROCHURE 1/6/06 10:59 AM Page 6

VEGAS STANDARD



The ace up your sleeve. The first Gibson USA flat top semi-hollowbody to come equipped with humbuckers. Classic Gibson tone with an eye-catching design, built for comfort and speed. Up the ante.

- Flat top semi-hollowbody design
- Slim body with compact profile
- '60s slim taper neck
- '57 Classic humbuckers
- Rosewood fingerboard with gold frets
- Split diamond inlays
- Available in Vintage Sunburst, Wine Red, Ebony, or Natural

USA NEW PRODUCT BROCHURE 1/6/06 11:00 AM Page 7



VEGAS HIGH ROLLER

Cooler than a Royal Flush and hotter than a showgirl. The Vegas High Roller spares no expense—AAA maple top, pearloid tuners, gold hardware, and top-shelf Burstbucker pickups. Play like a whale.

- Flat top semi-hollowbody design
- Classic '60s neck
- AAA maple top, mahogany back and neck
- Burstbucker Pro pickups
- Rosewood fingerboard with gold frets
- Split rectangle inlays
- Available in Felt Green, Neon, Roulette Red, or Desert Sunset

USA NEW PRODUCT BROCHURE 5/12/06 3:08 PM Page 8



LES PAUL NEW CENTURY

Capture the spotlight. Jaws will drop as you reflect the stage lights around the room with the Les Paul New Century. All the glam flash you'll ever need, backed up with real Les Paul muscle.

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

SG NEW CENTURY

Take your performance to the next level. All the glitz of the New Century series with a lightweight SG body for total playing comfort and pure rock and roll style.

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



USA NEW PRODUCT BROCHURE 5/12/06 3:10 PM Page 9



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



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