

## The ESP Guitar Company 2010 Suggested Retail Pricing

10913 Vanowen St. North Hollywood CA 91605 (800) 423-8388 Fax (818) 506-1378 www.espguitars.com

<b>Signature Series</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
<b><u>Kirk Hammet</u></b>			
ESP KH-2 VINTAGE (priced w/case)	5,329	3,999	2664.50
ESP KH-2 NTB (priced w/case)	3,999	2,999	1999.50
ESP KH-2 (priced w/case)	3,469	2,599	1734.50
LTD KH-602	1,289	899	551.05
LTD KH-202	665	469	284.29
LTD KH-JR	355	249	151.76
<b><u>James Hetfield</u></b>			
ESP TRUCKSTER (BLKS) (priced w/case)	2,999	2,249	1499.50
LTD TRUCKSTER (BLKS)	1,289	899	551.05
<b><u>Will Adler</u></b>			
ESP WILL ADLER (BC) (priced w/case)	2,669	1,999	1334.50
LTD WA-600 (BC)	1,289	899	551.05
LTD WA-200 (BC)	719	499	307.37
<b><u>Alexi Laiho</u></b>			
ESP ALEXI-BLACKY (MBLKS)(priced w/case)	3,069	2,299	1534.50
ESP ALEXI-SCYTHE (WHT)(priced w/case)	2,929	2,199	1464.50
LTD ALEXI-600-BL (MBLKS)	1,429	999	610.90
LTD ALEXI-600-SC (WHT)	1,429	999	610.90
LTD ALEXI-200 (BLK)	665	469	284.29
<b><u>George Lynch</u></b>			
ESP SKULLS & SNAKES (priced w/case)	3,699	2,779	1849.50
ESP SUNBURST TIGER (priced w/case)	3,999	2,999	1999.50
ESP M-1 TIGER (priced w/case)	3,699	2,779	1849.50
ESP KAMIKAZE-1 (priced w/case)	3,999	2,999	1999.50
ESP GL-56 (priced w/case)	2,669	1,999	1334.50
LTD GL-256	642	449	274.46
LTD GL-200MT	719	499	307.37
<b><u>Jeff Hanneman</u></b>			
ESP JEFF HANNEMAN (BLK)(priced w/case)	5,739	4,299	2869.50
ESP JEFF HANNEMAN (UC)(priced w/case)	5,999	4,499	2999.50
LTD JH-600	1,289	899	551.05
LTD JH-200 (BLK)	665	469	284.29
LTD JH-200 (DC)	769	539	328.75
<b><u>Tom Araya</u></b>			
ESP TOM ARAYA (priced w/case)	4,399	3,299	2199.50
LTD TA-600	1,289	899	551.05
LTD TA-200	769	539	328.75
<b><u>Stephen Carpenter</u></b>			
ESP STEF-B8 (priced w/case)	4,899	3,679	2449.50
ESP STEF-B7 (priced w/case)	4,399	3,299	2199.50
LTD SC-608B	1,499	1,049	640.82
LTD SC-607B	1,399	979	598.07
LTD SC-207	629	439	268.90
<b><u>Gus G.</u></b>			
ESP GUS G.NT (priced w/case)	2,669	1999	1334.50
LTD GUS-600NT	1,289	899	551.05
LTD GUS-200	665	469	284.29
<b>NEW LTD EC-REVOLVER</b>	1,149	799	491.20
<b><u>Richie Sambora / Ron Wood</u></b>			
SA-2	719	499	307.37
ESP RON WOOD (FR,BLK,3TB)(priced w/case)	2,669	1,999	1334.50
<b><u>Jon Donais / Michael Wilton</u></b>			
ESP JON DONAIS (NAT)(priced w/case)	5,999	4,499	2999.50
ESP JON DONAIS (STBLKS)(priced w/case)	5,999	4,499	2999.50
LTD JD-600 (STBLKS)	1,149	799	491.20
<b>NEW LTD MW-DEMON</b>	1,149	799	491.20
<b><u>Michael Paget / Page Hamilton</u></b>			
ESP MICHAEL PAGET V(priced w/case)	5,999	4,499	2999.50
LTD MP-600	1,289	899	551.05
ESP PAGE HAMILTON MG(priced w/case)	4,669	3,499	2334.50
LTD PH-600MG	1,429	999	610.90

<b>Signature Series (continued)</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
<b><u>Silenoz / Galder</u></b>			
LTD OKKULTIST	1,289	899	551.05
LTD SHADOW	1,429	999	610.90
<b><u>Nergal / Fred Leclercq</u></b>			
LTD HEX-7	1,429	999	610.90
LTD FL-600	1,289	899	551.05
<b><u>Roope Latvala / Henka T. Blacksmith</u></b>			
LTD RL-600	1,289	899	551.05
LTD HTB-600	1,289	899	551.05
<b><u>Rob Arnold / Matt Devries</u></b>			
LTD RA-600	1,289	899	551.05
LTD MFA-600	1,149	799	491.20
<b><u>Wayne Static / Max Cavalera</u></b>			
LTD STATIC-600V	1,429	999	610.90
ESP MAX CAVALERA AX (UC)(priced w/case)	2,669	1,999	1334.50
LTD MAX-600 (UC)	1,429	999	610.90
<b><u>Dan Jacobs / Travis Miguel</u></b>			
LTD DJ-600V	1,569	1,099	670.75
LTD TM-600	1,289	899	551.05
<b><u>ESP Custom Series</u> (priced w/case)</b>			
HORIZON CUSTOM (ASB,VA)	5,999		2999.50
VIPER CUSTOM (STBLK,STBC)	5,999		2999.50
ECLIPSE CUSTOM (STBLK,STBC)	5,999		2999.50
<b><u>ESP Standard Series Guitars</u></b>			
ECLIPSE-II DISTRESSED (AHB)	2,269	1,699	1134.50
ECLIPSE-II (ACSB,STBC,SW,VB)	1,999	1,499	999.50
ECLIPSE-II VIBRATO (VB)	2,679	1,999	1339.50
ECLIPSE-II FR (BLK)	2,149	1,599	1074.50
EX STANDARD (BLK, SW)	1,869	1,399	934.50
EX DIAMOND PLATE (DP)	2,069	1,549	1034.50
FX STANDARD (PBS)	1,969	1,479	984.50
HORIZON-NT II (STB)	1,869	1,399	934.50
HORIZON-NT II (DBSB)	1,869	1,399	934.50
HORIZON-FR II (STR)	2,399	1,799	1199.50
HORIZON-NT-7 (BLK)	2,289	1,729	1144.50
M-I NTB (BLKS)	1,729	1,299	864.50
M-II NTB (BLK)	2,269	1,699	1134.50
M-II EMG (BLK/R)	1,929	1,449	964.50
M-II DUNCAN (BLK/M)	1,869	1,399	934.50
NV STANDARD (BLKS, SW)	3,449	2,589	1724.50
PHOENIX-II (BLK, SW)	1,999	1,499	999.50
SV-II STANDARD (UC)	2,510	1,879	1255.00
VINTAGE PLUS (CAR/M)	1,869	1,399	934.50
VINTAGE PLUS (BLK/M)	1,869	1,399	934.50
VINTAGE PLUS (OW/R)	1,869	1,399	934.50
VINTAGE PLUS (3TB/R)	1,869	1,399	934.50
V-II STANDARD (BLK)	1,999	1,499	999.50
VIPER (BLKS)	1,869	1,399	934.50
VIPER-7 (BLKS)	2,099	1,579	1049.50
<b><u>ESP Standard Series Bases</u></b>			
PHOENIX-II BASS (BLK, 2TSB)	2,510	1,879	1255.00
SURVEYOR-II (BLK)	1,869	1,399	934.50
SURVEYOR-II (NAT)	1,869	1,399	934.50
SURVEYOR-5 (BLK)	1,999	1,499	999.50
SURVEYOR-5 (NAT)	1,999	1,499	999.50
VINTAGE-4 (VW/M)	1,869	1,399	934.50
VINTAGE-4 (CAR/R)	1,869	1,399	934.50
VINTAGE-4 (BLK/M)	1,869	1,399	934.50
VINTAGE-4 (3TB/R)	1,869	1,399	934.50

<b>LTD Deluxe Guitars</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
<b>NEW EC-1000 (SSB)</b>	<b>1,142</b>	<b>799</b>	488.21
<b>NEW EC-1000 DUNCAN (MGO)</b>	<b>1,142</b>	<b>799</b>	488.21
EC-1000 (BLK)	<b>1,069</b>	<b>749</b>	457.00
EC-1000 (VB)	<b>1,142</b>	<b>799</b>	488.21
EC-1000FM DUNCAN (ASB)	<b>1,041</b>	<b>729</b>	445.03
EC-1000QM (STBC)	<b>1,142</b>	<b>799</b>	488.21
EC-1000FR (STBLK)	<b>1,289</b>	<b>899</b>	551.05
<b>NEW EC-1000T (BLK)</b>	<b>1,142</b>	<b>799</b>	488.21
<b>NEW EC-1000T (FM) (FCSB)</b>	<b>1,142</b>	<b>799</b>	488.21
<b>NEW H-1001 (EMG) (BLK)</b>	<b>999</b>	<b>699</b>	427.07
<b>NEW H-1001(FM-EMG)(STBC)</b>	<b>1,069</b>	<b>749</b>	457.00
<b>NEW H-1001FR (QM-EMG) (STBC)</b>	<b>1,142</b>	<b>799</b>	488.21
M-1000 (STBLK)	<b>1,142</b>	<b>799</b>	488.21
MH-1000NT DUNCAN (STB)	<b>999</b>	<b>699</b>	427.07
MH-1000FR EMG (STBLK)	<b>1,142</b>	<b>799</b>	488.21
<b>NEW PHX-1000 (BLK)</b>	<b>1,142</b>	<b>799</b>	488.21
<b>NEW PHX-1000 (SW)</b>	<b>1,142</b>	<b>799</b>	488.21
VIPER-1000 (STBLK,OW)	<b>1,069</b>	<b>749</b>	457.00
<b>LTD Standard Guitars</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
AX-50 (BLKS,SS)	<b>369</b>	<b>259</b>	157.75
<b>NEW AX-360 (BLK)</b>	<b>859</b>	<b>599</b>	367.22
EC-50 (BLKS,BCH,OW,2TB)	<b>349</b>	<b>249</b>	149.20
EC-100QM (STBLK,STBC,FCSB)	<b>399</b>	<b>279</b>	170.57
EC-200QM (STBLK,STBC,STB)	<b>569</b>	<b>399</b>	243.25
EC-256 (AHB,AVB,AVG)	<b>569</b>	<b>399</b>	243.25
EC-401 (BLK,OW)	<b>929</b>	<b>649</b>	397.15
EC-401FM (STBLK)	<b>1,029</b>	<b>719</b>	439.90
EC-401VF (TSB,FCSB)	<b>899</b>	<b>629</b>	384.32
EX-50 (BLK,MS)	<b>369</b>	<b>259</b>	157.75
<b>NEW EX-360 (BLK, OW)</b>	<b>829</b>	<b>579</b>	354.40
EX-401DX (STBLK)	<b>999</b>	<b>699</b>	427.07
F-50 (BLK,BCH)	<b>369</b>	<b>259</b>	157.75
F-100FM (STBLK)	<b>399</b>	<b>279</b>	170.57
<b>NEW F-350 (BLK)</b>	<b>859</b>	<b>599</b>	367.22
<b>NEW FX-360 (PBS)</b>	<b>829</b>	<b>579</b>	354.40
<b>NEW FX-360SM (NS)</b>	<b>859</b>	<b>599</b>	367.22
H-51 (EB,BCH)	<b>369</b>	<b>259</b>	157.75
H-101FM (ASB)	<b>399</b>	<b>279</b>	170.57
<b>NEW H-351FR (BLK,SW)</b>	<b>859</b>	<b>599</b>	367.22
<b>NEW H-351INT (STBC, STBLK)</b>	<b>859</b>	<b>599</b>	367.22
M-50 (BLKS,BLUS)	<b>299</b>	<b>199</b>	127.82
M-53 (BLKS)	<b>315</b>	<b>219</b>	134.66
M-100FM (STBLK,STBC)	<b>449</b>	<b>319</b>	191.95
M-103FM (STBLK)	<b>469</b>	<b>329</b>	200.50
<b>NEW M-300FM (STBC, STBLK)</b>	<b>859</b>	<b>599</b>	367.22
MH-50 TREM (BLK)	<b>406</b>	<b>289</b>	173.57
MH-53 (BLK)	<b>421</b>	<b>295</b>	179.98
MH-50 NT (BCH)	<b>363</b>	<b>255</b>	155.18
MH-100QM TREM (STB)	<b>479</b>	<b>339</b>	204.77
MH-103QM (STB)	<b>491</b>	<b>349</b>	209.90
MH-100QMNT (STBC)	<b>429</b>	<b>299</b>	183.40
<b>NEW MH-327 (BLK)</b>	<b>927</b>	<b>649</b>	396.29
<b>NEW MH-327 (STR)</b>	<b>969</b>	<b>679</b>	414.25
<b>NEW MH-350FR (STBLK, STR)</b>	<b>859</b>	<b>599</b>	367.22
<b>NEW MH-350NT (DBSB,STBLK)</b>	<b>859</b>	<b>599</b>	367.22
<b>NEW MH-417 (BLKS)</b>	<b>927</b>	<b>649</b>	396.29
PB-401(BLK,PW,MGO)	<b>929</b>	<b>649</b>	397.15
<b>NEW PHX-200 (BLK)</b>	<b>569</b>	<b>399</b>	243.25
<b>NEW ST-203 (3TB)</b>	<b>499</b>	<b>349</b>	213.32
<b>NEW ST-203FR (BLK)</b>	<b>569</b>	<b>399</b>	243.25
<b>NEW V-50 (BLK)</b>	<b>355</b>	<b>249</b>	151.76
<b>NEW V-300 (BLK)</b>	<b>829</b>	<b>579</b>	354.40
V-401DX (STBLK)	<b>999</b>	<b>699</b>	427.07
VIPER-50 (BCH, BLK, OW)	<b>349</b>	<b>249</b>	149.20
VIPER-100FM (STBLK, STBC)	<b>399</b>	<b>279</b>	170.57
<b>NEW VIPER-300M (VBS)</b>	<b>829</b>	<b>579</b>	354.40
<b>NEW VIPER-300FM (STBLK,STBC)</b>	<b>829</b>	<b>579</b>	354.40
VIPER-417 (BLKS)	<b>929</b>	<b>649</b>	397.15

<b>LTD Deluxe Basses</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
B-1004 (NS)	<b>1,499</b>	<b>1,049</b>	640.82
B-1005 (NS)	<b>1,570</b>	<b>1,099</b>	671.18
B-1006 (NS)	<b>1,641</b>	<b>1,149</b>	701.53
<b>NEW PHX-1004 (BLK)</b>	<b>1,142</b>	<b>799</b>	488.21
<b>NEW PHX-1004 (2TB)</b>	<b>1,142</b>	<b>799</b>	488.21

<b>LTD Standard Basses</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
AX-54 (BLKS)	<b>409</b>	<b>289</b>	174.00
AX-104 (BLK)	<b>479</b>	<b>339</b>	204.77
AX-414 (BLK)	<b>999</b>	<b>699</b>	427.07
B-50 (BLK)	<b>329</b>	<b>229</b>	140.65
B-55 (BLK)	<b>369</b>	<b>259</b>	157.75
B-104 (MP)	<b>429</b>	<b>299</b>	183.00
B-105 (GSB)	<b>469</b>	<b>329</b>	200.50
B-154DX (STR)	<b>499</b>	<b>349</b>	213.32
B-155DX (STB)	<b>542</b>	<b>379</b>	231.71
B-206SM (NS)	<b>619</b>	<b>429</b>	264.62
B-208FM (STBLK)	<b>641</b>	<b>449</b>	274.03
B-4E (NG)	<b>715</b>	<b>499</b>	305.66
B-5E (NG)	<b>755</b>	<b>529</b>	322.76
B-414SM (NS)	<b>1,142</b>	<b>799</b>	488.21
B-415SM (NS)	<b>1,185</b>	<b>829</b>	506.59
B-416SM (NS)	<b>1,229</b>	<b>859</b>	525.40
D-4 (NS)	<b>569</b>	<b>399</b>	243.25
D-5 (NS)	<b>619</b>	<b>429</b>	264.62
D-6 (NS)	<b>659</b>	<b>459</b>	281.72
EC-54 (BLKS)	<b>359</b>	<b>249</b>	153.47
EC-104 (BLK)	<b>429</b>	<b>299</b>	183.40
EC-154DX (STBC)	<b>499</b>	<b>349</b>	213.32
EC-414FM (STBLK)	<b>859</b>	<b>599</b>	367.22
EX-104 (BLK)	<b>479</b>	<b>339</b>	204.77
F-54 (BLKS)	<b>406</b>	<b>289</b>	173.57
F-104 (BLK)	<b>479</b>	<b>339</b>	204.77
F-105 (BLK)	<b>519</b>	<b>369</b>	221.87
F-154DX (STBLK)	<b>549</b>	<b>389</b>	234.70
F-155DX (DSTP)	<b>591</b>	<b>419</b>	252.65
F-4E (NG)	<b>755</b>	<b>529</b>	322.76
F-5E (NG)	<b>799</b>	<b>559</b>	341.57
F-414FM (STBLK,STBC)	<b>999</b>	<b>699</b>	427.07
F-415FM (STBLK)	<b>1,041</b>	<b>729</b>	445.03
<b>NEW PHX-204 (BLK)</b>	<b>569</b>	<b>399</b>	243.25
SURV-414 (BLK/E,NAT/M,3TB/R)	<b>999</b>	<b>699</b>	427.07
SURV-414QM (STB,DBSB)	<b>1,099</b>	<b>769</b>	469.82
SURV-415 (BLK/E,NAT/M,3TB/R)	<b>1,041</b>	<b>729</b>	445.03
SURV-415QM (STB,DBSB)	<b>1,142</b>	<b>799</b>	488.21
<b>NEW VINTAGE-204 (BLK/M)</b>	<b>499</b>	<b>349</b>	213.32
<b>NEW VINTAGE-204 (3TB/R)</b>	<b>499</b>	<b>349</b>	213.32
VIPER-54 (BLKS)	<b>359</b>	<b>249</b>	153.47
VIPER-104 (BLK)	<b>429</b>	<b>299</b>	183.40
VIPER-154DX (STBLK)	<b>499</b>	<b>349</b>	213.32
VIPER-414 (STBC,BLK)	<b>859</b>	<b>599</b>	367.22

<b>LTD X-TONE GUITARS</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
PA-1 (BLK)	<b>799</b>	<b>559</b>	341.57
PA-1 (BSB)	<b>899</b>	<b>629</b>	384.32
PC-1V (BSB,ACSB,PW)(w/case)	<b>1,299</b>	<b>899</b>	555.32
PC-2V (BSB, ACSB, PW)(w/case)	<b>1,299</b>	<b>899</b>	555.32
PS-1 (BLK, MGO, BCH)	<b>429</b>	<b>299</b>	183.40
<b>NEW PD-1(BLK,PW,STBC/FM)</b>	<b>999</b>	<b>699</b>	427.07

<b>GUITAR &amp; BASS PACKS</b>	<b>RETAIL</b>	<b>MAP</b>	<b>cost</b>
<b>NEW EC-10 GUITAR PACK</b>	<b>382</b>	<b>229</b>	137.40
F-10 GUITAR PACK	<b>382</b>	<b>229</b>	137.40
M-10 GUITAR PACK	<b>382</b>	<b>229</b>	137.40
VIPER-10 GUITAR PACK	<b>382</b>	<b>229</b>	137.40
B-10 BASS PACK	<b>415</b>	<b>249</b>	149.40