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Registered in England No. 1619497

21 October 1993

Dear Dealer,

I'm sure you all know that for the last four years, I have been involved in one way or another with B.C. Rich Guitars. Involved, yes, but unfortunately involved without any control. I'm pleased to tell you that the situation has now changed and I am finally able to distribute B.C. Rich products throughout the U.K. and Eire in the professional manner that I firmly believe the product deserves.

To do this, I am part of a new operation called CREATIVE DISTRIBUTION and I am enclosing a new package of information for your files. New brochures and point of sale material will follow very soon.

The product is scheduled to begin to arrive in November and amongst the new product there will be two new model raves (now called 10 Series), the 'Ironbird' and the 'Mockingbird', along with the ever popular 'Warlock.' These guitars hit a new price point of £199. Even better news is that if you take advantage of all settlement discounts at £199 you will achieve 67% mark up! All these three models, I assure you, will feature in an extensive advertising campaign in a run up to Christmas.

Also, I am pleased to announce that Bernie Rico, the founder of B.C. Rich and the creator of all the shapes that have become legendary to 'Rich' players is back in the driving seat, with talks of new models, new endorsees and positive steps for the future.

Unfortunately, the (50 Series) models without trem and the 100 Series will not arrive until the New Year and I will not be getting as many 10 Series (Raves) and 50 Series (Pros) as I would have liked, so if you want product before I can get to see you, call me now!

The phone number for the warehouse will not be in operation until the beginning of November, so until then you can contact me on (0533) 313095 or my mobile (0836) 257832.

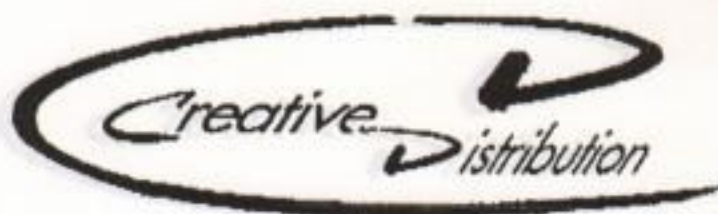
Well, until I speak to you may I take this opportunity to thank you all for all the support you have given me in the past and I look forward to doing business with you in the future.

Best Wishes and Good Business,

Malcolm Jennings
Creative Distribution

111 phone
you when
you've had this
Nick.

B.C. Rich™



B.C. RICH CONFIDENTIAL TRADE PRICE LIST

B.C. RICH GUITARS

100 SERIES 10 SERIES Trem.

		TRADE	R.R.P.
WG10	WARLOCK	£113.00	£199.00
MG10	MOCKINGBIRD	£113.00	£199.00
IG10	IRONBIRD	£113.00	£199.00

10 Series Guitars are of laminate construction and are fitted with two humbucking pickups and tremelo

COLOURS AVAILABLE: Black, White, Red.

• Left hand models are not available in this range

WG100T WARLOCK

BG100T BICH

MG100T MOCKINGBIRD

IG100T IRONBIRD

50 SERIES DELUXE (PRO) No Trem.

		TRADE	R.R.P.
WG50	WARLOCK	£169.00	£299.00
MG50	MOCKINGBIRD	£169.00	£299.00
BG50	BICH	£169.00	£299.00
IG50	IRONBIRD	£169.00	£299.00

COLOURS AVAILABLE: Black, White, AMK (Red), Mat. Red, Flo. Pink, Ice Blue, Flo. Yellow,

The above models are fitted with fixed Tail Stop.

• Left hand models available at Extra 10%

50 SERIES DELUXE (PRO) With Trem.

		TRADE	R.R.P.
WG50T	WARLOCK	£227.00	£399.00
MG50T	MOCKINGBIRD	£227.00	£399.00
BG50T	BICH	£227.00	£399.00
IG50T	IRONBIRD	£227.00	£399.00

50 Series Guitars have solid body construction and are fitted with two humbucking pickups.

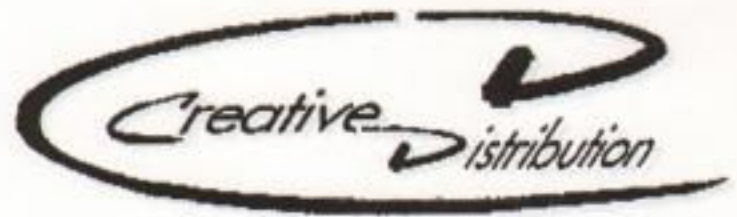
On 'T' Range tremelo is of a double locking Floyd Rose patent type.

COLOURS AVAILABLE: Black, White, Red.

• Left Hand models available at Extra 10%

Effective: 1.10.93

B.C. Rich™



B.C. RICH CONFIDENTIAL TRADE PRICE LIST

B.C. RICH BASS GUITARS 100 SERIES NJ II No Trem.

		TRADE	R.R.P.
MG100	WARLOCK BASS	£283.52	£499.00
BG100	MOCKINGBIRD BASS	£283.52	£499.00
IR50	IRONBIRD BASS	£193.65	£339.00

100 SERIES NJ II with Trem.

COLOURS AVAILABLE: Black, Red, White.

		TRADE	R.R.P.
WG100T	WARLOCK	£301.00	£529.00
BG100T	BICH	£301.00	£529.00
MG100T	MOCKINGBIRD	£301.00	£529.00
IG100T	IRONBIRD BASS	£301.00	£529.00
MB100	MOCKINGBIRD BASS	£283.52	£499.00

100 Series Guitars are of solid body maple construction and are fitted with quality hardware and pickups. Tremolo, where applicable, is of the patent Floyd Rose type and is double locking.

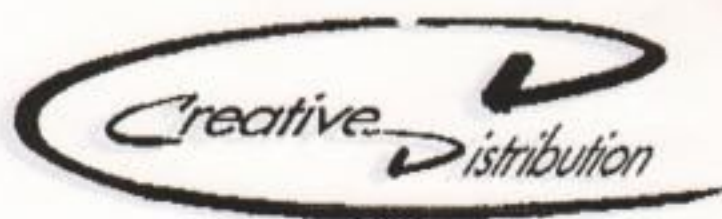
Neck is the bolt on Canadian Rock Maple with Rosewood fingerboard.

COLOURS AVAILABLE: Black, White, AMR (Red), Met. Red; Flo. Pink, Ice Blue, Flo. Yellow, Flo. Green, Purple Burst.

- Left hand models available at Extra 10%

Effective: 1.10.93

B.C. Rich™



B.C. RICH CONFIDENTIAL TRADE PRICE LIST

B.C. RICH GUITARS

100 SERIES 10 SERIES Trem.

		TRADE	R.R.P.
WG10	WARLOCK	£113.00	£199.00
MG10	MOCKINGBIRD	£113.00	£199.00
IG10	IRONBIRD	£113.00	£199.00

10 Series Guitars are of laminate construction and are fitted with two humbucking pickups and tremelo

COLOURS AVAILABLE: Black, White, Red.

• Left hand models are not available in this range

WG100T WARLOCK

BG100T BICH

MG100T MOCKINGBIRD

IG100T IRONBIRD

50 SERIES DELUXE (PRO) No Trem.

		TRADE	R.R.P.
WG50	WARLOCK	£169.00	£299.00
MG50	MOCKINGBIRD	£169.00	£299.00
BG50	BICH	£169.00	£299.00
IG50	IRONBIRD	£169.00	£299.00

COLOURS AVAILABLE: Black, White, AMR (Red), Mat. Red, Flo. Pink, Ice Blue, Flo. Yellow.

The above models are fitted with fixed Tail Stop.

• Left hand models available at Extra 10%

50 SERIES DELUXE (PRO) With Trem.

		TRADE	R.R.P.
WG50T	WARLOCK	£227.00	£399.00
MG50T	MOCKINGBIRD	£227.00	£399.00
BG50T	BICH	£227.00	£399.00
IG50T	IRONBIRD	£227.00	£399.00

50 Series Guitars have solid body construction and are fitted with two humbucking pickups.

On 'T' Range tremelo is of a double locking Floyd Rose patent type.

COLOURS AVAILABLE: Black, White, Red.

• Left Hand models available at Extra 10%

Effective: 1.10.93