

Epiphone®

performance is our passion

FOR IMMEDIATE RELEASE:

Epiphone Guitars Rocked and Rumbled at the Buffalo Chip, the Largest Music Festival in Motorcycling,™ during the 71st Annual Sturgis Rally

The Rock and Rumble at the Sturgis Buffalo Chip Campground® May be Over, But Chip Fans Still Have the Opportunity to Own a Piece of the Buffalo Chip History with Their Very Own Commemorative 30 Years Strong – Sturgis Buffalo Chip Epiphone Coronet™ for Only \$199

Nashville, TN.....September 6, 2011...The [Sturgis Buffalo Chip](#), motorcycling's largest music festival, once again brought music to the masses for the 71st annual [Sturgis Rally](#) held in August, and Epiphone Guitars was front and center for the massive event. 2011 marked the Sturgis Buffalo Chip's 30th annual party and Epiphone was pleased to take part by offering Sturgis Buffalo Chip music fans a chance to get in on the action. Epiphone not only provided Chip attendees with an exclusive opportunity to test drive some of latest Epiphone products, but also provided fans the exclusive opportunity to own their very own piece of The Chip's history with the Limited Edition Sturgis Buffalo Chip® 2011 Epiphone Coronet™ found at www.epiphone.com/sturgis2011. Sturgis fans and attendees who were not able to purchase one of the guitars during the event can still do so for only \$199 at www.epiphone.com/sturgis2011, but only for a limited time.



2011 Miss Buffalo Chip Pageant Winner Jenni G with her very own Sturgis Buffalo Chip® 2011 Epiphone Coronet™

The Sturgis Buffalo Chip® 2011 Epiphone Coronet™ is a limited edition guitar that has been custom designed with the Sturgis Buffalo Chip® logo, the signature of Chip owner Rod Woodruff, and recognition of The Chip being “30 Years Strong” at the Sturgis Rally. This guitar features a double cutaway design, single volume control, bolt on neck, high output Epiphone 700T Humbucking pickup, Metallic Black finish, Mahogany body & neck, and Rosewood fingerboard.



Price: \$199 including gigbag (+ FedEx shipping; + tax if applicable). Each guitar will be built to order and will be shipped via the requested method 4-6 weeks from the order date.



Poison at The Legendary Buffalo Chip® During the 71st Annual Sturgis Rally

Along with the availability of the commemorative guitar, Epiphone carried a strong presence onsite at the Sturgis Buffalo Chip. As the epicenter for music and motorcycle enthusiasts, the Sturgis Buffalo Chip saw

tens of thousands through its gates to see such acts as Alice Cooper, Bachman & Turner, Styx, Buckcherry, Def Leppard, Toby Keith, Poison, Greg Allman, Jeff Bridges, Saving Abel, Puddle of Mudd, Tesla, and George Thorogood and the Destroyers.

For more information please visit www.epiphone.com or www.buffalochip.com, and to place orders for the Limited Edition Sturgis Buffalo Chip® 2011 Epiphone Coronet please visit www.epiphone.com/sturgis2011.

About Epiphone:

Epiphone fretted instruments, amplifiers, strings and accessories are known worldwide for offering the best combination of quality, performance and value. One of Gibson's most formidable competitors through the first half of the 20th century, Epiphone was acquired by Gibson Guitar in 1957. Headquartered in Nashville, Tennessee, Epiphone is part of the Gibson family of brands. For more information on Epiphone go to www.epiphone.com. Follow Epiphone on Twitter at www.twitter.com/epiphone or on Facebook at www.facebook.com/officialepiphone

About the Legendary Buffalo Chip:

For 30 years the Legendary Buffalo Chip has proven itself as the heart of Sturgis Rally Week. Poised and ready to once again offer their visitors the complete biker experience, the Legendary Buffalo Chip has rounded up an enormous selection of biker-centric fun and festivities in addition to offering the summer's biggest and most authentic music experience of Rally Week. Reservations for multi-day passes or daily admissions are available online at BuffaloChip.com or by calling 605-347-9000 between 8 a.m. and 5 p.m. (MST) Monday through Friday.

Contact:

Meredith DeSanti
Coyne PR
973-588-2000
mdesanti@coynepr.com