



Guitar Center Expands Its Offerings of Crowdsourced Chapman Guitars with *Black Friday Exclusive*

Limited-edition Custom Guitar Features Humbucker Pickups and Obsidian Burst Finish

Westlake Village, CA (November 21, 2018) – Guitar Center announces that it is expanding its offerings of crowdsourced instruments from Chapman Guitars (a premium custom guitar manufacturer founded by Rob Chapman, frontman and guitarist for Dorje) with a new model, available exclusively at Guitar Center beginning Black Friday, November 23. With the first Chapman Semi-Hollow exclusive guitar debuting at Guitar-A-Thon, this *Limited Edition* ML3 Pro Semi Hollow Electric Guitar Obsidian Burst marks the world's second Chapman Semi-Hollow, and will only be available at Guitar Center stores for a limited time.

Rob Chapman's 670,000 YouTube subscribers as well as Guitar Center customers were invited to vote on all key design elements of this unique guitar, a process Rob Chapman calls "collaborative sourcing" to design guitars to fit the needs and interests of musicians. Rob Chapman based this guitar's design on the existing ML3 Pro Modern. To help create the guitar, customers visited the Chapman Guitars website and voted on specifications that included special humbucker pickups and a flame maple Obsidian Burst finish as part of the guitar's feature set. The Guitar Center exclusive instrument features a reverse headstock, Flame Maple Top, thick carved Maple Cap, Mahogany body, Stainless Steel Frets, and a baked Maple neck. Scale length is 648mm (~25.5"), Tuners are Hipshot Grip-Lock Open (18:1 Gearing), and bridge is Chapman String Through hardtail with Brass Saddles.

Whether it's soaring thick notes or chiming bell-like chords, the ML3 Traditional Semi-Hollow is rich with beautiful harmonic overtones. Although the Chapman P90 pickups, mahogany body and 4A flame maple top highlight its traditional design, modern features such as the baked maple neck, complete with stainless steel frets and glow-in-the-dark side dots, keep it innovative.

During Guitar Center's recent Guitar-A-Thon celebration, Chapman introduced its first Guitar Center-exclusive Chapman ML3 Pro Semi Hollow Electric Guitar, which was a similar design to the new Black Friday model but featured P90 pickups and Honey Burst finish.

"Both of the new Chapman ML3 Pro Semi Hollow Electric Guitars are premium, limited-edition instruments," stated Michael Doyle, Guitar Center Vice President. "We are proud to be the exclusive retailer of these unique guitars, the specs of which were voted on by thousands of Chapman's online followers and Guitar Center customers. To partner with such innovative guitar manufacturers as Chapman offers our customers something truly special, and we invite players everywhere to visit our stores and check out these exciting new guitars."

Chapman ML3 Pro Semi Hollow Electric Guitar Obsidian Burst features:

Gloss-finish maple veneer on semi-hollow mahogany body
25.5"-scale roasted maple neck, 24-fret roasted maple fingerboard
Dual Chapman Madrigal humbuckers with coil splits, 5-way switch
Thru-body strung hardtail bridge, Hipshot Grip-Lock tuners, straplocks

Chapman ML3 Pro Semi Hollow Electric Guitar Obsidian Burst specs:

Body:

Body shape: Single cutaway
Body type: Semi-hollow or chambered body
Body material: Solid wood
Top wood: Veneer Flame Maple
Body wood: Mahogany
Body finish: Gloss
Orientation: Right handed

Neck:

Neck shape: C custom
Neck wood: Roasted Maple
Joint: Bolt-on
Scale length: 25.5 in.
Truss rod: Dual-action
Neck finish: Satin

Fingerboard:

Material: Roasted Maple
Radius: 13.78 in. (350mm)
Fret size: Jumbo, wide Stainless Steel
Number of frets: 24
Inlays: Glow-in-the-dark side dots 12th Fret Infinity
Nut width/material 1.65 in. (42 mm) TUSQ

Pickups:

Configuration: HH
Neck: Madrigal Alnico
Middle:
Bridge: Madrigal Alnico
Brand: Chapman
Active or passive pickups: Passive
Series or parallel: Parallel
Piezo: No
Active EQ: No
Special electronics:

Controls:

Control layout: Master volume, tone
Pickup switch: 5-way

Coil tap or split: Coil split
Kill switch: No

Hardware:
Bridge type: Fixed
Bridge design: 6-saddle string through body
Tailpiece: Not applicable
Tuning machines: Hipshot locking
Color: Nickel

Other:
Number of strings: 6-string
Special features:
Case: Hardshell case
Accessories:
Country of origin: South Korea

About Guitar Center:

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 280 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres; GC Repairs, an on-site maintenance and repairs service; and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 150 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit www.guitarcenter.com.

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