



GUITAR CENTER ANNOUNCES JIMMY PAGE “NUMBER TWO” GIBSON LES PAUL CHARITY AUCTIONS

Proceeds from the auction of these highly sought-after guitars will benefit Little Kids Rock and USO charities

ANNOUNCEMENT HIGHLIGHTS:

- *Two rare limited-edition guitars, both individually numbered, signed and played by Jimmy Page, to be offered in GC’s first-ever online charity auctions*
- *Auctions to take place Thursday, June 19, 2014, 4PM PDT, through Sunday, June 29, 2014, 4PM PDT*
- *Proceeds from the auctions will benefit the [Little Kids Rock](#) and [USO](#) charities*

Los Angeles, CA (June 3, 2014): [Guitar Center](#), the world’s largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment, announces its first-ever online charity auctions, of two custom Jimmy Page “Number Two” Gibson Les Paul guitars. Proceeds from the auctions will benefit the [Little Kids Rock](#) and [USO](#) charities. The auctions will take place on eBay (www.ebay.com/jimmypagelespaul) starting Thursday, June 19, 2014, 4PM PDT, through Sunday, June 29, 2014, 4PM PDT. The minimum bid is \$20,000 for each guitar, and each comes with a certificate of authenticity.

“Number Two” is a 1959 Les Paul, one of Jimmy Page’s prized guitars, obtained in the early 1970s and used consistently by Page ever since. He had the electronics altered to get the widest possible range of sounds from two humbucker pickups, and had the neck shaved to match his “Number One” Les Paul. Four years ago, Gibson Custom painstakingly recreated “Number Two” in an extremely limited run. These guitars were built to Page’s exact specifications, faithfully replicating the iconic aged flame maple top, faded “Page Burst 2” finish, and even the dings, dents and wear marks. Only 25 of these Aged and Signed guitars were released worldwide, and all 25 of them were individually played, signed and numbered by Jimmy Page. Jimmy kept #1 for himself and the remaining 24 guitars instantly became highly valued collector’s items. After half a decade, Guitar Center is opening the vault and offering #2 and #5 in this special charity auction.

THE STORY AND GUITAR FEATURES

The Custom Shop Jimmy Page “Number Two” Les Paul was recreated with intense, millimeter-by-millimeter examination of Page’s original guitar, inside and out. The process of getting it right involved the production of a number of hand-built prototypes, each of which was checked and critiqued in detail by Page himself. Approval of the final iteration was only offered after the legendary artist had intricately examined and extensively played this last prototype in his London home—after which it was given the thumbs-up, worthy of being the template for the Custom Shop Jimmy Page “Number Two” Les Paul. Only 325 examples were produced in total: 100 aged by vintage-reproduction master Tom Murphy; 25 more aged by Tom Murphy and signed by Jimmy Page; and 200 finished to Gibson’s VOS specs.

Body

Crafted from a uniquely figured two-piece Eastern maple top attached to a one-piece, solid, lightweight, genuine mahogany back, the Custom Shop Jimmy Page “Number Two” Les Paul follows the body lines and dimensions of the original ’59 Les Paul Standard.

Neck and Headstock

The neck of the Custom Shop Jimmy Page “Number Two” Les Paul is constructed from one piece, quarter-sawn, lightweight mahogany for improved strength and resonance. The luthiers in Gibson’s Custom Shop carefully match the grains and weights of these guitars’ bodies and necks to optimize tone and sustain.

Hardware

The Jimmy Page “Number Two” Les Paul is equipped with top of the line hardware. From the Grover tuners to the stopbar tailpiece to the period-correct “antique bell” truss rod cover, it retains and replicates every bit of its predecessor’s strength.

Electronics

On this Les Paul, each of the controls’ potentiometers has been replaced with a push-pull pot for individual pickup switching functions, while two miniature push-pull DPDT switches have been mounted under the pickguard to provide additional universal switching functions. Note: due to trademark issues and per Jimmy’s directive, the bobbins on the Jimmy Page “Number Two” Les Paul reissue are black instead of crème.

About Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards and pro-audio and recording equipment, with 259 stores across the U.S. In addition, the Music & Arts division operates more than 100 stores specializing in band instruments for sale and rental, serving teachers, band directors, college professors and students since 1984. This year marks the 50th anniversary of Guitar Center’s historic first-steps to helping people make music. With an unrivaled in-store experience and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. ***All we sell is the greatest feeling on earth.***

MEDIA CONTACT: Preston Herscher | Guitar Center, Inc. | pherscher@guitarcenter.com | (206) 255-7219