

BBE SOUND, INC.**BBE** Sonic Maximizers - **G&L** Guitars and Basses - **Barcus-Berry** Pickups

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FAX TRANSMISSION COVER SHEET

DATE: 7/21/98

TO: All G&L Reps

SUBJECT: Asat Jr Limited Edition

SENDER: Denyce Cross

YOU SHOULD RECEIVE 4 PAGE(S), INCLUDING THIS COVER SHEET.
IF YOU DO NOT RECEIVE ALL PAGES, PLEASE CALL 714-897-6766

Dear G&L Reps,**Here is a mailing that we sent out to all of our G&L dealers on July 7, 1998.****Be sure to follow up and get your orders in before they are all sold out.****Thank you.**

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BBE
Sound Inc.

July 7, 1998

Dear G&L Dealer,

We have been bowled over by the intense excitement created by the introduction of the first instrument from the Custom Creations Department, the limited edition ASAT "Classic Three"! We had no idea there would be such a rush to buy these beautiful and collectible instruments.

Before we had made any announcement in the mail or to the magazines, just from word of mouth from our sales desks, most of the run of 100 units was sold-out within the first couple of days. If we had not held back, at the last minute, twenty-five instruments and reserved them for export distributors, there would have been none available for our loyal G&L fans in other countries.

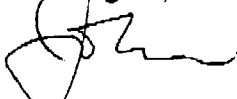
Several dealers and international distributors have complained that they did not have a fair chance to order the ASAT "Classic Three" and that the run should have been longer than 100 units. (We understand quite a number of this first issue have not even been offered to customers but have been locked away in the private stock of G&L dealers!).

Based on this experience, we are now preparing to introduce the next limited edition instrument from the Custom Creations Department, and we are giving more notice to everyone (if you would like to see pictures of the ASAT "Junior", you are welcome to visit our web site at www.glguitars.com). However, the decision of how many of each special model is produced is left entirely up to the Custom Creations Department. They conceive the instruments and decide the quantity they feel is appropriate.

In this next series the G&L Custom Creations Department will build 250 units of a guitar they have named the ASAT "Junior". This instrument is an extraordinary variation on the ASAT Special, and takes this instrument into an entirely new tonal horizon while blending visual cues from great instruments of the past. Please find attached the specifications and a photocopy example of the special certificate that will accompany each ASAT "Junior".

The ASAT "Junior" will be a spectacularly beautiful instrument and you can bet it will sell out very quickly. Don't forget, once two hundred fifty instruments are built, that will be the end of the edition, so if you missed out on the ASAT "Classic Three", don't be caught this time. Be sure to place your orders immediately.

Warm regards,



John C. McLaren
Chairman



G&L
Custom Creations Department

ASAT "Junior"
Limited Edition of only 250 instruments produced

US RETAIL PRICE: \$1950

US DEALER PRICE: \$975

BODY WOOD: Mahogany with Twin Voice Chambers
BODY FINISH: Translucent Cherry

NECK WOOD: Mahogany with Ebony Fingerboard
NECK FINISH: Translucent Cherry back and headstock / Glossy finish
White early style ASAT logo and G&L logo

FRETWIRE: Medium Jumbo 6100
TUNERS: Chrome Schaller

NECK PICKUP: Custom wound ASAT Special neck w/ black cover
BRIDGE PICKUP: Custom wound ASAT Special bridge w/ black cover
BRIDGE: Chrome Stop Bar tailpiece
CONTROLS: Rear mounted; 3-way LP style selector, volume, tone
with Translucent Black LP style knob

PICKGUARD: 3-ply Black/White/Black mini-pickguard
CASE: Deluxe Hardshell Tolex w/ leather bound ends

*Sample
Photo copy*

G&L
Custom Creations Department
ASAT "Junior"
Limited Edition of 250 Instruments Produced

In February 1998, prior to the formation of the G&L Custom Creations Department, some experiments were begun at G&L using Mahogany bodies with various G&L Magnetic Field Design pickups. These experiments were continued by the Custom Creations Department which developed this unique and beautiful instrument. Kalamazoo inspired elements were incorporated into both the appearance and tonal composition, while blending them with the unmistakably Fullerton tones of the G&L patented Magnetic Field Design ASAT pickups. The result is the Limited Edition ASAT "Junior", one of only two hundred fifty made.

Specifications

BODY WOOD:	Chambered Mahogany	BODY FINISH:	Trans Cherry	Serial Number
NECK WOOD:	Mahogany; Ebony fingerboard	NECK FINISH:	Trans Cherry	Date Completed
NECK WIDTH:	1 5/8" Width at Nut	NECK RADIUS:	12"	
FRETWIRE:	Medium Jumbo 6100	TUNERS:	Schaller	
NECK PICKUP:	Custom ASAT Special	PICKGUARD:	3-ply black	J.R. McLaren
BRIDGE PICKUP:	Custom ASAT Special	CASE:	Tolex hardshell	G&L Plant Manager
BRIDGE:	Stop Bar Tailpiece			
CONTROLS:	3-way selector, volume, tone			