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January 9, 2008

FIRST ACT INVADES 2008 WINTER NAMM
WITH ADAM LEVINE, SIGNATURE MODELS, INNOVATIVE NEW GUITARS, AND FIRST
EVER CUSTOM BASS
NEW OFFERINGS INCLUDE ECO-FRIENDLY GREEN BAMBOO GUITAR, EXPANDED LIM-
ITED EDITION LINE, NEW DELIA LS, AND NEW PARTNERSHIP WITH ADAM LEVINE OF
MAROON 5

First Act Inc., a leader in musical instruments, will make news at the January NAMM convention in Anaheim with the announcement of a new collaboration with Maroon 5's Adam Levine; an innovative guitar made of bamboo, a series of new options for the acclaimed Limited Edition series -- including their first ever handmade bass guitar -- as well as the debut of the brand new Delia LS. Here's what's in the works:

Adam Levine Signature Models - Starting with a handcrafted electric from First Act's custom shop, Maroon 5's Adam Levine has quickly become one of the company's most high profile devotees, playing his First Act guitars in concert from stadiums to the set of Saturday Night Live. At this year's Winter NAMM, First Act announces the release of two new models for sale to the general consumer. (\$150.00 MSRP, \$2800.00 MSRP)

Eco-Friendly Green Bamboo Guitar - Inspired by the unique electric guitar First Act's custom shop created for Guster's Adam Gardner, this environmentally sensitive instrument will be made available to the general consumer. Constructed of bamboo (the fastest growing plant on earth), this electric guitar combines unique construction, spectacular tone and exceptional quality in an affordable and supremely playable instrument. (MSRP TBD).

Double Cutaway Lola - The original single-cutaway debuted to overwhelming raves -- "a new axe that will prove to be a legend" said Guitar Player -- and the new double cutaway gives players the option of improved playability high-fret and access, with the same "bold, well-defined tone" (Guitar World) as the original Lola. (MSRP \$1700.00)

Delia LS - The original Delia has been considered a highlight of the LE line for its instant-classic styling and warm tone: "A superbly crafted instrument that sounds as good as it looks," according to Vintage Guitar. The Delia LS brings the same commitment to quality in a more affordable solid-body configuration with a double-cutaway mahogany body and choice of sunburst finishes. (MSRP \$950.00)

Delgada Limited Edition Bass - The first bass guitar to join the Limited Edition series, the Delgada is already receiving rave reviews: "The Delgada is the real deal...a badass rock bass with looks and sound that kill," according to Bass Player. (MSRP \$1300.00)

Based in Boston, First Act continues to be heralded for its consistent devotion to musicians at every level, with instruments ranging from entry level models sold in stores nationwide to delicately crafted custom guitars for expert players.

In the past year, millions have seen First Act's incredible custom guitars on the Grammy Awards or Saturday Night Live. Millions more have seen the likes of Slash, John Mayer, and Christopher Guest playing First Act guitars in a memorable series of Volkswagen ads. And many players have seen their dreams realized in wood and metal, handcrafted in First Act's custom shop.

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