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**FOR IMMEDIATE RELEASE**

**Archer USA Offers Limited-Edition "White Pearl" Version  
Of Popular K Sulton Signature Bass Guitar!**

**Milwaukee, WI (October 10, 2007)** – Archer Guitars USA of Milwaukee, Wisconsin is pleased to announce a new version of their sought-after K Sulton Signature Bass Guitar.

Designed for journeyman bassist/singer/songwriter Kasim Sulton, the Archer K Sulton Signature Bass Guitar has quickly established itself as the company's top online seller nationwide. Now, in addition to the translucent black finish, characteristic of all production models to date, Archer has manufactured a limited number of K Sultons with a gorgeous White Pearl finish.

"Not long ago, Kasim asked me if we could make him a white version of the K Sulton Signature Bass," says Archer Guitars President, Michael Houser. "Kasim has been on tour with Meat Loaf in Europe and as part of the stage presentation, all the musicians are playing white instruments. When we saw the end result, the bass was so striking that we decided to do a special custom run of these very unique basses for the true Kasim Sulton aficionado."

Limited edition is right! Only six of these distinctive Archer White Pearl K Sulton Signature Basses will be made available to the public and will be sold on a first-come, first-serve basis.

Here's another exciting aspect of this incredible promotion to consider. Kasim Sulton has agreed to personally autograph the back plate on each of the basses! The individual autographed back plates will be engraved to denote limited edition status and will bear the production serial number of each instrument.

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"This is truly an exceptional opportunity for bassists to own not only a great bass guitar," says Michael Houser," but, also an instrument that will be quite collectable down the line. Future White Pearl models will most likely be manufactured, but only this first run will be engraved and autographed."

Kasim Sulton has forged an incredible career through years of performing and recording with some of the most popular artists in contemporary music. Mick Jagger, Patti Smith, Todd Rundgren, Utopia, Hall and Oates, The New Cars, Bon Jovi, Joan Jett and the Blackhearts ... these performers and countless others have sought Kasim out for the brilliant musicianship and distinctive style he brings to all his endeavors. He has earned the undivided respect of his peers and his discerning fans alike.

Reached on the road, where he is presently performing with Todd Rundgren, Kasim had this to say about Archer's new White Pearl K Sulton Signature Bass. "I'm honored that my name is on this guitar. Archer has worked closely with me over the last couple of years to develop an instrument that meets my every expectation, in the studio and on the road. Technically, it's great to play and has been my "go-to" bass for some time now. Visually, it has an understated grace ... it has substance ... it's a beautiful instrument. The limited edition White Pearl model is literally the icing on the cake!"

From its beautiful finish to its alluring soft contours and modern lines, the K Sulton makes a definitive statement. Fueled by custom-designed P-Bass configured pickups, The K Sulton provides consummate tonal variety and flexibility. The string-through-body bridge design provides full-bodied tone and the kind of infinite sustain inherent to instruments of true quality. The K Sulton Signature Bass comes outfitted with Elixir Strings which nicely enhance its incredible sound characteristics. The ash body is amply resonant, yet lightweight enough to afford comfort in gigging situations. The hard Canadian maple neck (truss-rod adjustable) and select rosewood fingerboard deliver a surprising ease of playability.

Interested players are urged to act quickly to secure one of these rare White Pearl

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autographed Archer K Sulton Signature Bass Guitars. Visit [www.ksultonbass.com](http://www.ksultonbass.com) for more information.

NOTE FROM KASIM:

*I'm proud to be able to offer this Limited Edition of my Signature Bass Guitar in White Pearl. I was asked by Meat Loaf to have one painted in white for the Three Bats Tour and because it looked so good, I thought we should make a few available to the general public.*

*As with everything I lend my name to, these basses are of the highest quality in terms of manufacturing and hardware.*

*I've signed and numbered the back of each one.*

*If you haven't had a chance to play one of these guitars yet, I recommend it highly. I've used it on every tour I've done for the last 2 years and you can hear it on the latest Meat Loaf CD, Bat Out Of Hell III.*

*If you're in the market for a new guitar and don't want to spend the mortgage payment on one but need it to perform like you did ... get a K-Bass. You will not be disappointed.*

*Kasim*

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