



Bret Michaels

DEAN
GUITARS®

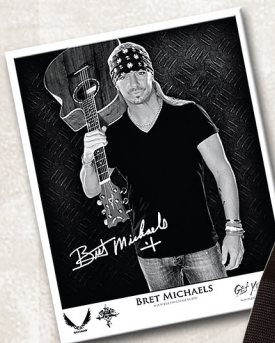
BRET MICHAELS

2011 SIGNATURE SERIES



BRET MICHAELS

DEAN ACOUSTIC GUITAR PACKS



"THE PLAYER"

SKU: BM PLAYER

- Spruce Top
- Mahogany Body
- 25-1/2" Scale
- Set Mahogany C Neck
- Rosewood Fingerboard
- Pearl Dot Inlays
- Sealed Die Cast Tuners
- Chrome Hardware
- "Hot Rod Flames" Graphic

ACOUSTIC PACKAGE INCLUDES:

- Bret Michaels Signature Acoustic Guitar (His or Hers)
- Autographed 8 x 10 photo of Bret
- Bret Michaels Guitars Strap
- Set of 3 Bret Michaels Guitar Picks

EYE-CATCHING BRET MICHAELS BRANDED BOX -
A FANTASTIC VALUE! A HIGH-QUALITY PACKAGE
AT AN EXTREMELY AFFORDABLE PRICE.

"JORJA-RAINE"

SKU: BM JORAINÉ

- Spruce Top
- Mahogany Body
- 25-1/2" Scale
- Set Mahogany C Neck
- Rosewood Fingerboard
- Pearl Dot Inlays
- Sealed Die Cast Tuners
- Chrome Hardware
- "Pink Flames" Graphic





BRET MICHAELS

DEAN ELECTRIC SIGNATURE SERIES



BRET MICHAELS Z

SKU: BM Z CBK

- Mahogany Top / Body
- 24-3/4" Scale
- Set Mahogany C Neck
- Rosewood Fingerboard
- Pearl Dot Inlays / Custom Cross 12th
- Grover Tuners
- Black Hardware
- Tune-O-Matic Bridge
- USA DMT "Time Capsule" Pickups
- Metallic Black Finish

BRET MICHAELS Z

SKU: BM Z MWH

- Mahogany Top / Body
- 24-3/4" Scale
- Set Mahogany C Neck
- Rosewood Fingerboard
- Pearl Dot Inlays / Custom Cross 12th
- Grover Tuners
- Black Hardware
- Tune-O-Matic Bridge
- USA DMT "Time Capsule" Pickups
- Metallic White Finish





BRET MICHAELS

AS SEEN ON TV! & ALL SUMMER ON TOUR

America's most exciting guitar company teams up with America's #1 celebrity rocker! Never before has a celebrity musician of this level had a signature guitar and it is priced to give everyone a chance to be his or her own rock star.



FAST FACTS:

- Signed an exclusive endorsement with Dean Guitars in Fall 2010, with Signature Series unveiled in 2011
- Was featured with a *Dean Z* Guitar in the intro of NBC's *Celebrity Apprentice*
- Was the winner of NBC's *Celebrity Apprentice* (9.3 million viewers watched him announced as the winner in the finale)
- Performed with a Dean Performer acoustic on *American Idol* 2010 season finale
- 25 Million Albums Sold & 15 Top 40 Hits
- Lead Singer / Songwriter with Poison for 25 Years
- Had Highest Rated Series on Vh1 with *Rock of Love*
- Celebrity spokesman for FORD MOTOR CO.
- Appeared with *Dean Z* Guitar & Dean wrapped Tour Bus in FORD Explorer commercials
- *Jorja-Raine* acoustic named for his two daughters
- Raised over \$300,000 as celebrity spokesman for American Diabetes Association
- Played for charity on "Don't Forget the Lyrics" winning \$250,000 for St. Jude's Children's Hospital and Juvenile Diabetes Research Foundation
- Celebrity spokesman for SNAPPLE (Bret's blend is now a permanent flavor in the Snapple line)
- Plays to sell out crowds throughout 2010 / 2011
- Bret's BILLBOARD MAGAZINE cover was the fastest selling cover in *Billboard* history
- Also an Actor, Director, Screenwriter, Producer

BRET MICHAELS

RECENT & UPCOMING APPEARANCES & INTERVIEWS

Regis and Kelly • Oprah • Ellen DeGeneres Show
David Letterman • The Tonight Show with Jay Leno
ABC's 20/20 • USA Today • Piers Morgan (CNN)
Access Hollywood • E! News • AOL • US Weekly • Vibe
Diabetes Health • Lopez Tonight • Billboard Magazine Cover

See Bret's 2011 Signature Series at www.deanguitars.com!



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