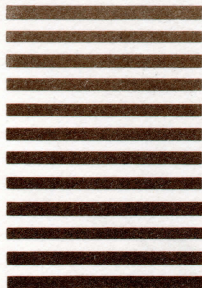


FIRST CLASS
Permit No. 4105
Chicago, Illinois

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

Gibson Marketing Division
7373 North Cicero Avenue
Lincolnwood, Illinois 60646







Dear Gibson Owner:

Please accept our congratulations on the purchase of your Les Paul 25/50 Anniversary model Gibson guitar. This Limited Edition Commemorative Model is an outstanding tribute to this legendary guitarist's 25 year association with Gibson and his 50th year of continuous contribution to the music industry.

In appreciation of your choice of one of Gibson's finest engineering accomplishments, we would like to invite you to accept, with our compliments, this symbolic 25/50 Belt Buckle.

Please return the information requested below within 10 days in the postage paid, pre-addressed envelope.

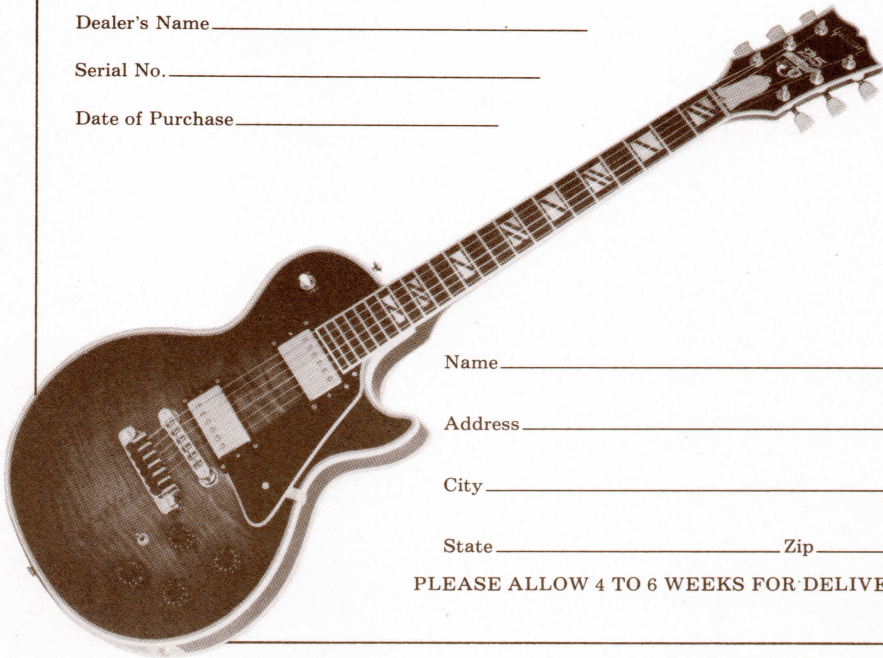
Again, congratulations on your purchase of one of the world's finest fretted instruments. We sincerely wish you many pleasurable musical years with your Gibson.

Best regards,
Gibson Marketing Division

Dealer's Name _____

Serial No. _____

Date of Purchase _____



Name _____

Address _____

City _____

State _____ Zip _____

PLEASE ALLOW 4 TO 6 WEEKS FOR DELIVERY.