



PAINTED AXE

CUSTOM PAINTED GUITARS

August 18, 2008

Alice Cooper Guitarist Keri Kelli Announces Endorsement Deal: Painted Axe Faceplates for Guitar Hero Videogame

Alice Cooper guitarist Keri Kelli is pleased to announce he is offering four new custom Guitar Hero faceplates by Painted Axe, on his Web site KerriKelli.com.

Said Kelli, currently touring in support of the new Cooper disc "Along Came A Spider," "The overwhelming worldwide popularity of a guitar-oriented video game is just amazing. Guitar Hero has opened the doors to the electric guitar for a legion of kids these days; it just seemed incredibly cool to be able to make my own brand of face plates available to the market," explains Kelli.

"We are incredibly excited and honored by Keri's interest and confidence in Painted Axe," said Michael Gauf of Painted Axe. "He is an extraordinary musician and we look forward to transferring his intensity, energy and uniqueness onto the faceplates."

"Keri's notoriety and willingness to think outside the box is another positive step for Painted Axe," said Gauf. "We want musicians like Keri and protégés to know Painted Axe provides unique opportunities for them to connect with fans and broaden their musical expression."

About Keri Kelli

The American guitarist from Orange County, California has been a force in the hard rock and metal music scene since the early 1990s. As a member of bands like Slash's Snakepit, also featuring Slash of Guns and Roses; and Saints of the Underground, Kelli has also stepped in and assisted renowned bands like Skid Row, Ratt, Vince Neil and Warrant. For more on Keri, visit him at <http://www.kerikelli.com> and <http://www.myspace.com/kerikellifanpage>.

About Painted Axe

Based in Indianapolis, Painted Axe specializes in custom-painted guitars, creating highly unique, distinctive and personal instruments. Clients range from soon-to-be brides and autograph collectors to musicians and special festival coordinators. For more on Painted Axe, call 317-273-8030 or email info@paintedaxe.com. Also visit <http://www.PaintedAxe.com> or <http://www.myspace.com/paintedaxe>.

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