



Paul Reed Smith Guitars is proud to welcome Frank De Fina and Jamie Mann as new members of the executive management team. The pair adds nearly 40 years of combined marketing, sales, management and organizational leadership experience to PRS as the company prepares to bring new product lines to market in 2009. PRS Guitars' new state of the art manufacturing facility is scheduled to open early next year and will increase the current manufacturing and research and development footprint by five times. PRS is dedicated to finding new ways to incorporate cutting edge technology and even more old world craftsmanship while taking great care to ensure that customer satisfaction, innovation and quality remain at the forefront of every product bearing the PRS name.

“We are on the cusp of a significant expansion which includes acoustics, amplifiers and a new electric guitar line. While these new areas certainly bring additional choices to our customers, they also bring added complexities to both manufacturing and sales. The organizational, planning, manufacturing and sales experience Frank and Jamie bring to PRS is timed perfectly with our growth,” said Jack Higginbotham.

Frank De Fina will fill a newly formed position at PRS Guitars as the Vice President of Operations/Sales and will focus his expertise on sustainable growth for the company. The valuable experience Frank has gained from the numerous sales, marketing and executive positions held during his 26-year tenure at Panasonic led to his long-time role as the President of Panasonic System Solutions. Frank also brings with him a vast knowledge of guitars and guitar history. This fascination with guitars and his corporate expertise are just a few of the many reasons he was invited to join Paul Smith, Jack Higginbotham, Joe Knaggs, Peter Wolf, Larry Urie and Rob Carhart at the helm of PRS Guitars' senior management team.

Formerly responsible for manufacturing, sourcing and supply chain management at Black & Decker, Jamie Mann is now leading PRS Guitars' global manufacturing operations. As the Vice President of Operations/Manufacturing, Jamie brings new dimension and organizational leadership to the PRS Guitars production team and will focus his efforts on maximizing operational efficiency as PRS continues to expand.

Jamie and Frank will have the chance to introduce themselves directly to PRS enthusiasts and the press during Experience PRS 2008 in Stevensville, Maryland on September 19 and 20. More than 1,400 people are expected to attend the open house, doubling the attendance from the 2007 event.

Press Release
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