



LOS ANGELES, Sept. 25 – Fans of rock legend Gene Simmons will be able to get their own licks in with the purchase of a limited edition Gene Simmons AxeBass guitar.

Created by a true music visionary, Simmons has invented the ultimate memorabilia in a one-of-a-kind collector's edition instrument that is hand-numbered, signed by the Kiss superstar and will also include a meet-and-greet with Simmons.

"The guitar can be hung as a gorgeous piece of art because it will be numbered, hand signed by me and hold special memories of the city where I met with the buyer," says Simmons.

"You could also play this guitar on any stage in the world because it's better than anything out there," he says.

The rocker has only this Axe to grind when it comes to this special bass guitar with its unique design and unique, loud sound. The limited edition and numbered silver metallic with a black burst was personally created by Simmons who approved the electronics, the body type, the design and even handpicked the wood. The fingerboard is made from Indian Rosewood and each AxeBass comes with a case that is also designed and hand painted by Simmons.

Simmons owns the trademark to the body type of this instrument and the word AxeBass, named because the guitar looks like an ax.

"I've used the guitar on stage and literally thousands of people have contacted me to ask, 'Where can I get one? Gene, I need one right now. Can I buy your guitar?'"

"So, I've made a limited number of the guitars, and since this has been announced, the results have been on the tsunami level," Simmons says.

As Kiss fans have known for years, Simmons doesn't just do things in a quiet way. Forget the concept of plunking down a credit card and receiving your AxeBass from the UPS man.

Fans who submit an order to www.genesimmonsaxebass.com will be able to choose the tour city and date for the meet-and-greet. This meet-and-greet with Simmons will include him personally meeting the buyer, photo & autograph during the 2009 Kiss tour, a legendary trek across to America to deliver songs off the critically acclaimed, much-awaited new "Sonic Boom" CD, the first Kiss release in over a decade.



The official Gene Simmons Axe tour bus will shadow the KISS Tour covering more than 45 dates across the US and Canada. It will also be featured in the upcoming season of Simmons' hit A&E reality show, "Gene Simmons Family Jewels."

Classic Rock radio stations will also be able to have Gene for phone interviews either the day of the concert date or the day before KISS appear in the relevant city. Radio stations will also be able to run their own contest to give away a personally signed GENE SIMMONS Gold Record. The phone-ins and giveaways will be available exclusively to one radio station in each market on his tour on a first come first served basis.

Simmons says that the AxeBass is a gift to his loyal fans.

"I owe my fans everything because they made my life possible," Simmons says. "When I was growing up, I was never able to get a piece of the Beatles. They weren't available, but they were still Mt. Olympus to me.

"This AxeBass guitar is just as special for me and the fans," Simmons says.

"You may not be able to be Gene Simmons," he says. "But you can play what he plays."

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