



**NEWS RELEASE**  
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## INDUSTRY VETERAN JOINS NORMANDY GUITARS

**SALEM, ORE., 12 June, 2009** — [Normandy Guitars](#), LLC recently welcomed industry veteran Jean-Claude Escudie as its Sales Manager and Manager of Key and International accounts. Escudie will develop and execute Normandy's Guitars sales and distribution strategy. He will also lead Normandy's Sales, Customer Service, and Fulfillment teams.

Escudie has held positions at various iconic companies such as Delta Air Lines and Xerox Corp. He is also the owner and President of [Hottie Amplifiers Inc.](#), which manufactures and distributes boutique guitar amplifiers and guitar pickups. Escudie joined [Normandy Guitars](#) directly from [Breedlove Guitar Company](#) where he played an integral role in developing the company's international expansion. He brings this extensive knowledge of global markets to help introduce Normandy Guitars' to musicians around the world.

"I'm extremely excited about my new role at Normandy," explains Escudie. "I'm a guitarist and I'm stunned with the tone and quality of Normandy guitars and basses; I'm a believer."

"I decided to join Normandy Guitars because of Jim Normandy. I couldn't pass up the opportunity to work with Jim. He has developed some of the most exciting guitars and basses I've seen since I joined the music instrument industry. I'm happy to be associated with Jim and trust that I can make a significant contribution toward Normandy Guitars' success."

For more information about Escudie or a high resolution photo, contact Normandy Guitars at 503.689.1998. To learn more about Normandy Guitars, visit [www.normandyguitars.com](http://www.normandyguitars.com) and visit the [media kit](#) page.

### About Normandy Guitars

American-made Normandy guitars and basses are manufactured and hand-riveted in Salem, Oregon. Known for their sustain qualities and warm tones, Normandy's lightweight aluminum electric guitars are an instant classic. The guitars are available in three styles: the original archtop, a stunning Normandy V, and the soon to be released bass guitar. They can be ordered in nine colors and three unique finishes. For more information visit [www.normandyguitars.com](http://www.normandyguitars.com). For dealership and distribution opportunities, contact [jc@normandyguitars.com](mailto:jc@normandyguitars.com).

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