

For the Personal Attention of
Paul Reed Smith
PRS Guitars
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United States of America

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Staffordshire

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RE: Dragon III SN:419212 No:55 of 100

Dear Paul,

Firstly, so you might remember who I am – I met you at the recent Dallas guitar show, obtained the proverbial picture with you and watched the show with yourself and Bugs showing off the new amps.



Here is the photo – so you can hopefully remember who I am... those are busy shows and I understand that it's easy to forget people you meet.

Why am I writing directly to you?

Because basically I CANNOT get any non-script answers from ANYONE at PRS. Even worse Paul, it's almost impossible to speak with any one of any authority.

When I was at the Dallas show I met an ex-employee of PRS guitars who subsequently worked for LOUD Technologies and now sells guitars – he is named Bruce Wismer, you may remember him.

When Bruce worked at PRS many years ago he bought a number of PRS guitars as an employee. I saw them for sale at the Dallas guitar show and he had kept those for a 'rainy day'. I guess for him the rainy day had arrived because he was selling off his collection of PRS and other guitars.

I bought a PRS Dragon III serial as above from him – never been even played, but is absolutely a great guitar with it's case etc.

Actually I own a PRS Custom 24 that I 'custom' ordered from you in 1991 and the factory kindly put my name on the back of the neck under the lacquer at that time (a very nice touch which in my view added to the customers overall feel that PRS treated customers very specially indeed.)

In any case, Bruce told me that he bought the Dragon III as an employee and PRS did not issue a certificate for this guitar because it was sold to an employee. That guitar has stayed with Bruce ever since and I really do not doubt his integrity – he has been a very helpful person to me in this purchase. Bruce said at the time that PRS at the time of the dragon III's simply pulled out the certificates, made them up for the guitar and had them signed by you (if I remember exactly what he said – at least it was something like that).

Bruce said that I should talk with Mr Higginbottom about the certificate to see if I could obtain one because the guitar has been completely track able with Bruce Wismar since the day he bought it as an employee. Bruce had a lot of great things to say about PRS and when he worked there.

However, here is where the problem has started for me – just a regular PRS owner who wanted to discuss this issue with someone of authority.

I spoke with the PRS customer services. I got a standard answer. I had then expressed what you have read so far and requested to speak with Mr Higginbottom or someone of reasonable authority. I was told by customer services that Mr Higginbottom takes NO calls from customers.

Guess what? I was given no opportunity to talk with any higher management whatsoever. The customer services representative did not give a hoot what problems I had. And that's a fact.

Where I come from Paul, this sort of approach to customers shows the difference between a really pro company and one that shows a clear indifference to it's customers actually out there.

I suspect YOU do, but my experience with the company, in having to write to you directly should be telling you something.

I own and operate a successful company here in the UK and I can tell you that if my staff treated my customers in this way (and we have many blue chip companies as customers) then we would not keep them for long.

In 1991 when I bought my first Custom 24, PRS was in my view an awesome company that took the time to really solve every customers query in the best way it could, but I really do believe that today's PRS is in another realm altogether. It does sadden me somewhat – PRS has been a great company and although these are hard times in business for some (I suspect in the music business it's hard right now no matter who you are) I think that approach is not commensurate long term in continuing to gain the success that PRS has achieved in the past.

I have included some photos of the Dragon III that I now own so you can see what I'm talking about regarding the guitar Bruce Wismer bought when he was an employee of PRS.

Please do not take my comments as criticism because I know (as you will) how hard it can be once an organisation grows larger and inevitably you can't do what you once did in a smaller organisation, but please do think about why I have to write directly to you.

Anyway, I want to ask about that certificate directly to you, because there is simply no one else I can ask in your organisation that cares remotely.

Is there any way that I can obtain a certificate for this guitar bearing in mind the exact history of this instrument and the fact that Bruce Wismer has held this guitar ever since, brand new in its original box – which I now have?

I have included photos of this Dragon III for your perusal, just so you know that the guitar is exactly as I have intimated in this document.

I understand some of the implications of my request, I am not particularly backward at going forward so to speak, but There really is not much reasoning why those employees could not have even bothered to ask and this has resulted in my letter and effectively (not intentionally) wasting your time.

Of course, you may not even get to see this letter – and that would also be a pity. I have a gatekeeper too, if you wanted to speak to me. But my employees know the times when customers are handled by me and the times I really don't want someone selling to me all day – I'm sure you will be the same at PRS.

If there is more information that you would need, or costs involved then I have no problem with any of that and will compensate PRS accordingly.

Even if you cannot issue a certificate for this guitar could you kindly just document for me any comments you might have about this Dragon III I have and sign by return to me? Even if it's just a with compliments form from you.

As I said, I have included some photos of the Dragon III in question as well as some photos of my 1991 PRS Custom 24 which really has seen some extensive playing over the years.

If you could find time to respond directly back to me I would be eternally grateful for your assistance.

I have met you over the years a few times at UK shows and have always found that you had the time for regular customers like myself and I am happy to see that at the Dallas Guitar Show you have not changed.

I trust that this request does not impose on you and look forward to maybe getting a reply at some stage from you, rather than the mass of corporate speak that I have received directly from the current PRS organisation when I tried hard to solve my issue in the normal manner and I apologise for writing directly to you.

Thank you for any help which you may give.

Yours Sincerely

Tony Mckenzie