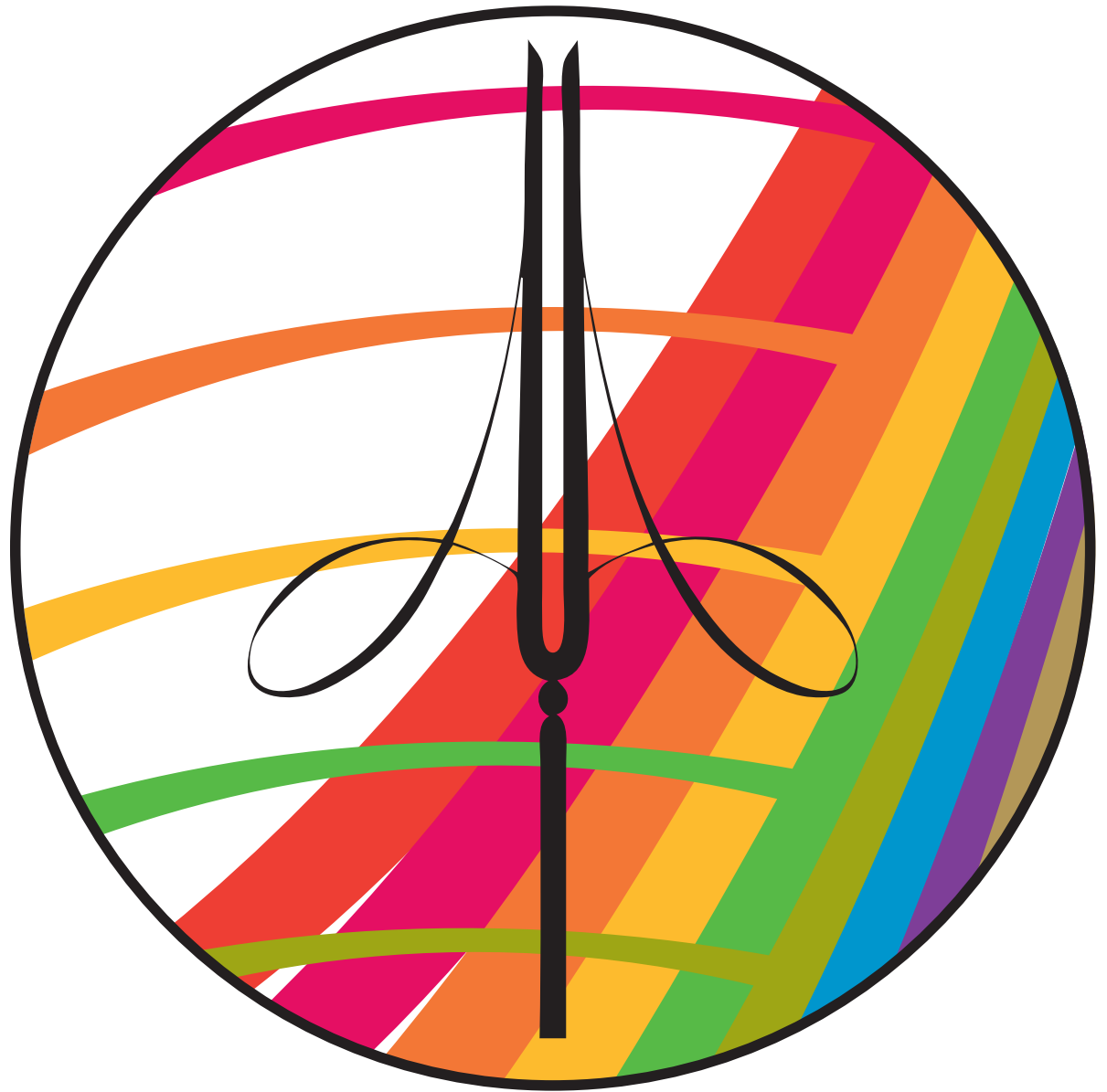


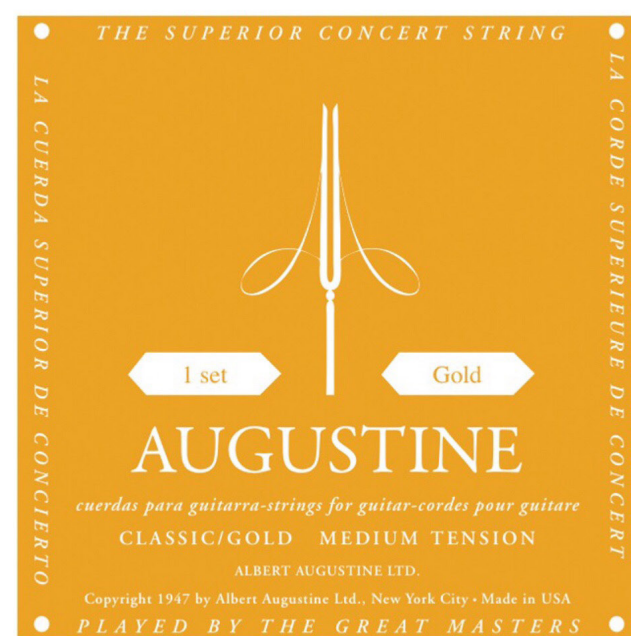
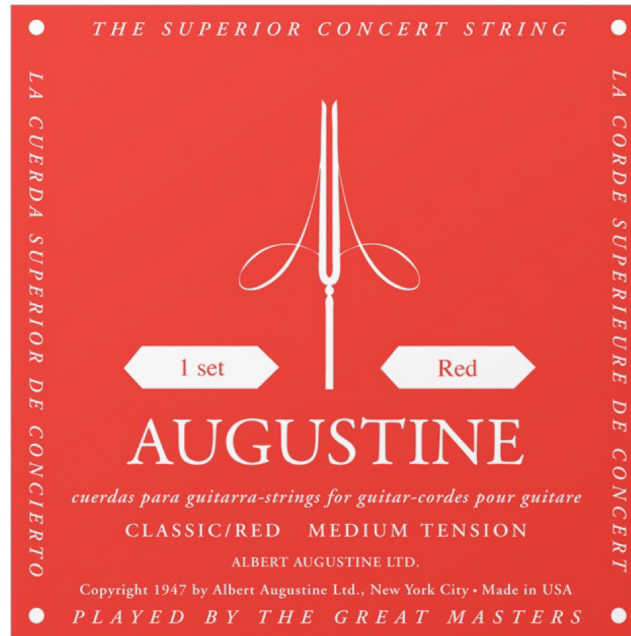
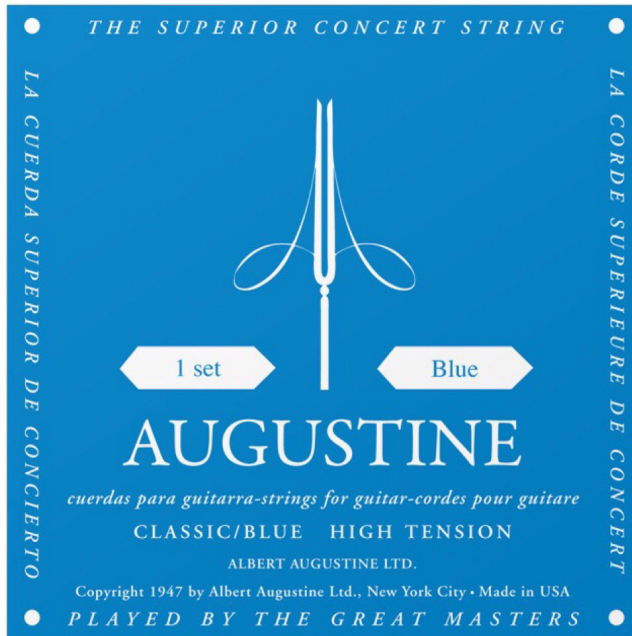
WHO WE ARE

- A leading manufacturer of guitar strings with distributors in 35 countries serving virtually every developed musical instrument market in the world.
- As the first string makers to produce guitar strings from synthetic material rather than animal gut, Augustine Strings is a heritage brand and a leader in the field of classical guitar.
- Since 1947, all Augustine Strings have been produced and packaged in New York.
- Most materials are domestically produced, including all our silver-plated copper wrap wire which is the most expensive component of a string set. All packaging materials are a blend of post-consumer recycled fiber and FSC and Rainforest Alliance-certified renewable eucalyptus pulp printed with soy-based ink.
- Over 90% of our workforce has been with the company for 10 years or more. This consistency ensures that our team understands and is able to maintain extremely high QC standards.
- In the past three years, Augustine Strings has greatly expanded its outreach, supporting classical guitar societies, artists, educators, and orchestras. The returns on this investment of time, social media exposure, money, and goodwill are beginning to come to fruition and we are thrilled to be partnering with Hal Leonard as our exclusive US distributor to help maximize this return.



AUGUSTINE
GUITAR STRINGS

CLASSIC COLLECTION



- Basses feature the highest percentage of silver of any competing string in price class
- “Opal” nylon trebles sound warm and mellow
- “The Segovia Sound” with perfect intonation

“...I have put on 4 sets and they all have good intonation. Nice to get the **classic Augustine sound** and now good intonation. I have always liked the basses now the trebles are reliable also!”

“...the Blue Basses are fantastic, I love everything about them. They’re **powerful**, have **good sustain**, and the tension is right for me.”

“I like these. Higher tension seems to suit me with a bit ‘**crisper**’ tone and feel. These settle fast and last well and are **VERY affordable!**”

“Augustine Red strings resulted in a **warm and more mellow tone** and the guitar was easier to fret.”

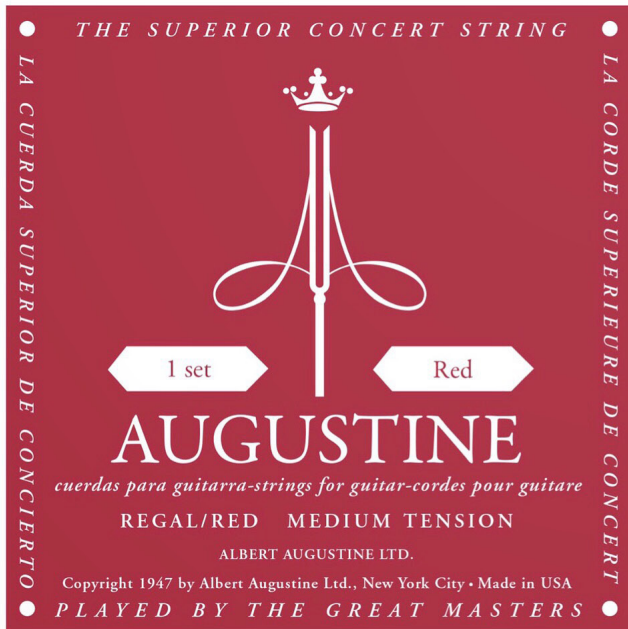
“Now that I have tried the Augustine Blue Label I think I managed to find that perfect match for my favorite guitar and **all of my intonation issues have gone away.**”

“**Warm sound and flexible but firm sound. Long lasting. Easy on the fingers.**”

“My new Augustine strings are a delight to play. I am studying classical guitar and **these strings make practicing a pleasure.**”

“...settled in well and have a **nice bright sound...** Augustines are a **good value** for the money compared to the pricey European brands. “

REGAL & IMPERIAL COLLECTION



- Preferred by practically all Augustine endorsing artists

- Premium “Crystal” nylon trebles offer brilliant, bell-like tone

- Boutique item - great potential for growth

“Best sounding strings I’ve used so far; been playing classical guitar over 30 years. Used Daddario Pro Arte, Labella, and Savarez (all types).”

“These are the only strings I’ll use. Refined treble sound and robust basses.”

“Best my guitar has ever sounded.”

“Nice feel and sweet, rich tone. I haven’t bought any of the highest quality strings, but I read that these were some of the best. I believe it.”

“...amazingly bright and responsive, and the tone is just what I want. The bass strings haven’t worn much in the month or so that they’ve been on the guitar...”

“...firmly convinced the the **quality and consistency** of the strings now make the Augustine Regal Blues **among the top strings on the market.**”

“...**bright and durable...**the improvement is huge compared to EJ45 Pro-Arté Nylon!”

“I like the history of these strings.”

”These strings bring out the true sound of my guitar! Love them!”

PARAGON COLLECTION



- Augustine's newest offering, created for staunch carbon lovers

- Crisp and loud with a unique warmth - unusual for carbon strings

"I was surprised at how **powerful** they sound; they are **bright but not metallic-sounding** and feel sturdy on the fingers. I think **this is how my guitar should sound** and feel like so I suspect these will be my go-to strings from now on!"

"It's **louder than nylon** while the **tone is still very rounded and rich!**"

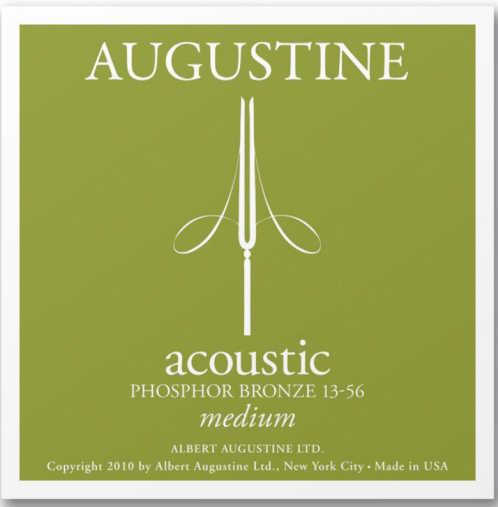
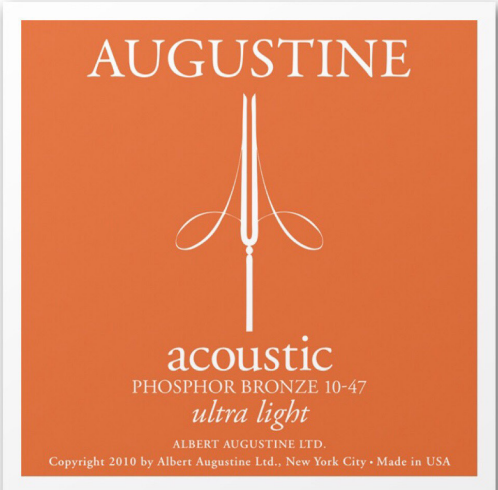
"The **sound is fantastic** and the first string is not as sharp as Savarez."

"We tried your new carbon strings and are **very impressed by the warmth, unusual for a carbon string.**"

"They have an **expressive quality of sound combined with a colorful vibrance and sustain** – something which is **usually hard to find in a carbon string.**"

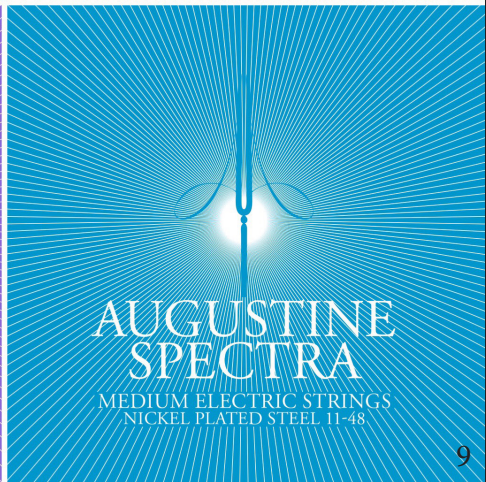
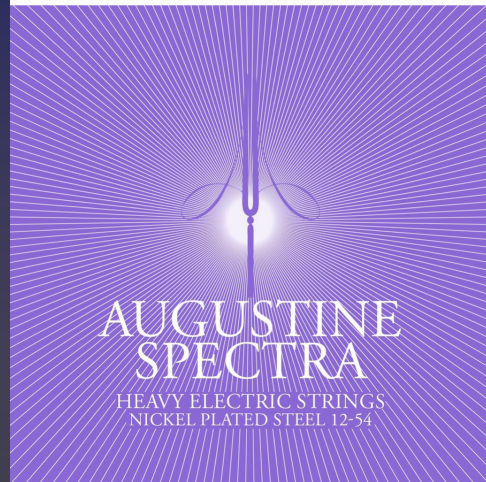
"...these carbon strings, based on my experience with only a single set, are **the best I have come across so far...**"

"I really appreciate the **clarity and projection** of the carbon, but **they don't sound too bright or naily like a lot of other carbon strings.**"



“...they sound great and stay bright for their entire life.”
Tony Esposito, White Reaper

SPECTRA ELECTRIC



acoustic collection

“I continue to use Augustine as my only source of strings for all of my guitars. They have an unparalleled tone and a rigid durability that can’t be found anyplace else - they never let me down.”
Alexander Turnquist

- Augustine engages in a year-round vetting of guitar competitions and festivals
- Contributions via program adverts, prize packages, social media recognition, financial support
- Connections to local businesses frequented by members
- Ensures brand visibility at events attended by the most passionate guitarists
- Winners of the Guitar Foundation of America's International Concert Artist Competition
- the most venerable in the world - receive the *Rose Augustine Grand Prize*

GUITAR COMMUNITY





WHY

• Augustine believes music has a deeply positive impact on communities

Augustine Strings

Augustine Strings strives to ensure that anyone who wants to make music has the resources to do so. With more than 70 years of experience in the industry, Augustine works to foster community among artists, educators, enthusiasts, guitar societies and festivals throughout the world to furnish opportunities that enrich people's lives. In 2018, its philanthropic efforts included support of a world-class luthier's initiative to donate handmade guitars to Puerto Rican guitarists in the wake of Hurricane Maria, support for upstart music programs in low-income communities such as Ferguson, Mo., and contributions to the Guitar Foundation of America.

Austin Classical Guitar is another major guitar organization with initiatives that have had a deeply positive effect on its community. Through a collaboration with ACG, Augustine Strings has begun direct sponsorship of William B. Travis High School. As a Title 1 school, Travis High's student body is largely comprised of kids from low-income families.

Despite the obstacles that a Title 1 school faces, Travis High's music program is thriving. Utilizing a curriculum developed by Austin Classical Guitar, Travis' music director, Susan Rozanc, has turned her student guitar ensemble into a tight-knit and productive musical unit. With support from Augustine Strings, this school year the ensemble performed at both the National Association for Music Educators Conference in Dallas and the 2019 Texas Arts Advocacy Day Celebration in the Texas Capitol Building.

"It was a pretty big deal," said Jose, an 11th grader. "I loved being with all my friends and seeing Dallas."

Great gigs aside, the impact that the ensemble has had on its members is resounding. "It's like having a second family," said Amy, a 12th grader. "Music is a meditation for me. Anytime I'm under stress, it helps calm me down."

Augustine's support of the Travis Ensemble came in practical forms, from the strings on its guitars and the stools they sat on to play in the rotunda of the Texas Capitol, to the travel accommodations that allowed Rozanc to take dozens of high schoolers on journeys to show off their hard-earned musical talents. For kids with burgeoning musical aspirations, being championed by Austin Classical Guitar and Augustine Strings is a different type of support.