



FOR IMMEDIATE RELEASE

GUITAR CENTER NAMES MICHAEL AMKREUTZ EXECUTIVE VICE PRESIDENT, MARKETING, MERCHANDISING AND E-COMMERCE

Former Chief Marketing Officer at Systemax North American Technologies, Amkreutz will be responsible for all aspects of GC's marketing campaigns, product assortment, in-store merchandising and e-commerce strategy.

ANNOUNCEMENT HIGHLIGHTS:

- *Newly created position is part of Guitar Center's current momentum-building activities*
- *Amkreutz will leverage his marketing expertise to lead to the fulfillment of GC's long-term goals*
- *Amkreutz will work closely with GC's merchandising, communications, and brand management personnel*

Los Angeles, CA (November 18, 2014): Guitar Center has announced the appointment of Michael Amkreutz to the position of Executive Vice President, Marketing, Merchandising and E-Commerce, for the Guitar Center brand. Amkreutz's appointment is the result of an extensive, nationwide search by Guitar Center management who ultimately selected him from an elite pool of candidates for his extensive marketing background. In this new role, Amkreutz will be responsible for all aspects of GC's product assortment, in-store merchandising, marketing campaigns and e-commerce strategy.

Amkreutz joins Guitar Center from Systemax North American Technologies, where he most recently held the role of Chief Marketing Officer. His expertise in marketing, merchandising and technology, developed over the years at companies such as Sears, Newegg, Hannspeer North America and Sharp Electronics, made him the ideal choice for this critical role in the organization.

"I'm excited to have the opportunity to work with such a well-respected brand in the music industry. I look forward to collaborating with the outstanding group of minds at Guitar Center to foster the next batch of big ideas to bring further success to the brand."

- Michael Amkreutz, EVP Marketing, Merchandising and E-Commerce

-30-

About Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment, with more than 260 stores across the U.S. 2014 marks the milestone 50th anniversary of the Guitar Center Brand as we continue to help people make music from coast to coast. In addition, the Music & Arts division operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, and students since 1952. With an unrivaled in-store experience and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. All we sell is the greatest feeling on earth.

For more information about Guitar Center, please visit www.guitarcenter.com, contact media@guitarcenter.com, or visit our Press Room at <http://gc.guitarcenter.com/pressroom/>.

Subscribe to our RSS newsfeed at <http://feeds.feedburner.com/GuitarCenterPressroom>.

MEDIA CONTACTS:

Robert Clyne | Clyne Media | 615-662-1616 | robert@clynemedia.com

Syvetril Perryman | Guitar Center | 818.735.8800 x 2979 | media@guitarcenter.com