

FOR IMMEDIATE RELEASE

JULIAN BENASIS NAMED WINNER OF GUITAR CENTER'S YOUR NEXT RECORD WITH STEVE AOKI

ANNOUNCEMENT HIGHLIGHTS:

- *Steve Aoki handpicked Benasis from over 7,000 submissions from across the country*
- *Career-Altering prize sends Benasis into the studio with Aoki at Dim Mak Studios along with new gear, \$10,000 cash and much more*
- *Benasis joins the long list of artists who have benefitted from Guitar Center's commitment to supporting musicians*

Los Angeles, CA (December 18, 2014): Guitar Center, in partnership with Grammy winning DJ and Producer Steve Aoki have announced unsigned Chicago, IL artist Julian Benasis as the winner of *Guitar Center's Your Next Record with Steve Aoki*. Beating out thousands of other entries from talented musicians across the country, Benasis not only takes home coveted cash and gear in the prize package valued at \$27,000, but also receives the priceless opportunity to record with Aoki and release an Aoki produced single through Dim Mak Records.

Listen to Benasis' winning submission here: <http://youtu.be/DuzTV1fv6Gw>

"Benasis nailed down the two main issues that I'm looking for in an artist. The first and most important one being great production," says Steve Aoki. "This is by far the best remix that came in with the most effective 'drop'. It was something brand new that added his own signature to the remix. The second issue being that he can turn up the crowd as a DJ. He displayed that in the video he submitted where you can see the crowd responding directly to him and his music. I see a lot of future in Benasis as long as he stays consistent and his passion and drive are at the front of his game."

Guitar Center's Your Next Record with Steve Aoki Grand Prize Package Includes:

- Studio time at Dim Mak Studios with Steve Aoki
- A single executive produced by Steve Aoki and released on Dim Mak Records
- \$10,000 Cash
- New gear from brands retailers including AVID, Pioneer, EV, GoPro, 8DM and more
- The opportunity to open for Steve Aoki
- A feature in Electronic Musician Magazine

Chicago based DJ and producer Julian Benasis has achieved a lot in the past three years, which were dedicated to honing on his craft. With consistent gigs in some of Chicago's hottest clubs, Benasis has quickly taken the local scene by storm and is determined to bring his music to an international audience. The young DJ has already released music via Skint and Konfront Records and with an ever-growing fan base (over 40k followers on Soundcloud) Benasis is a burgeoning talent to watch. Read more about Benasis at <http://www.benasis.com/>

By winning this program, Benasis joins an elite group. Previous winners of *Guitar Center Presents Your Next Record* – partnered with artists Keith Urban, Slash, Travis Barker and T-Pain - have gone on to release albums, go on national tours, and even share the spotlight with the legendary artists that chose them as winners. Country artist and *Your Next Record* winner Brandon Green experienced just that when Keith Urban was so impressed with the young artist that he invited Green to join him on tour and surprised fans by performing together onstage. Other winners include Twin Berlin, Manny-X and State Line Empire.

About STEVE AOKI:

STEVE AOKI is a **Grammy-nominated** international producer/DJ, electronic dance music entrepreneur, and founder of the trendsetting record label, events/lifestyle company, and apparel line **Dim Mak**. Since launching in 1996, **Dim Mak** has broken bands such as **Bloc Party**, **The Bloody Beetroots**, **The Kills** and **The Gossip** through deftly marketed single and full-length releases and now has nearly 500 releases to date. As a solo artist, **AOKI** has

become a force of nature averaging over 250 tour dates per year. Aoki's second artist album **NEON FUTURE I**, was released September 30, 2014 via **Dim Mak/Ultra Music** and features his Gold certified single "**Delirious (Boneless)**" with **Chris Lake and Tujamo featuring Kid Ink**, "**Born To Get Wild**" featuring **will.i.am** and "**Rage The Night Away**" featuring **Waka Flocka Flame**. The second part of his Neon Future album **NEON FUTURE II** will be released spring 2015.

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, 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>.

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