



FOR IMMEDIATE RELEASE

GUITAR CENTER OPENS NEW STORE AND LESSONS STUDIO IN CHAMPAIGN, ILLINOIS

Champaign, Illinois location is Guitar Center's 264th store and is part of the next phase of GC's strategic business plan for ongoing growth and expansion

ANNOUNCEMENT HIGHLIGHTS:

- Guitar Center has opened its 264th store location in the U.S.
- GC Garage will provide stringed instrument repair and tune up services
- GC Studios is at the store, located at 712 W. Town Center Blvd, Champaign, IL 61822, first-ever GC lessons facility in the area to support local music scene

Los Angeles, CA (February 26, 2015) – Guitar Center, the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment, opened its 264th location in Champaign, IL, on February 26, 2015. Guitar Center's latest store, a state-of-the-art musical instrument and technology center covering over 8,000 square feet, is the first in a series of new store grand openings in 2015. The announcement was made by Michael Amkreutz, Guitar Center Executive Vice President, Marketing, Merchandising and E-Commerce, and further exemplifies the company's ongoing plans for growth and long-term expansion and its primary goal of providing customers with the widest selection of musical instruments and professional audio products at the best prices sold by an experienced and knowledgeable sales staff.

"Our Champaign, IL, store is the first in a series of 2015 new store grand openings," stated Michael Amkreutz. "In addition to opening new stores, we are revamping many of our current locations to bring them in line with our new store designs that foster a hands-on environment in which customers are encouraged to interact with the products. We are always looking to create a more immersive in-store experience for our customers."

Guitar Center's Champaign location features modern showrooms equipped with the latest products for musicians—from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. The store also provides customers with a vast selection of products and a dedicated staff with unparalleled musical knowledge and experience.

To commemorate this occasion, Guitar Center hosted a special Grand Opening Weekend celebration featuring **exclusive savings, gear giveaways and a free performance** catered to local musicians. The grand opening kicked off with a free live in-store performance on February 26th by *The Fights*. In addition, shoppers received exclusive savings throughout the grand opening weekend including deals on guitar and drum essentials.

Additionally, the new store features [Guitar Center Lessons](#), an in-house, state-of-the-art lesson facility, which will create unrivalled opportunities for Champaign's musicians of all ages and skill levels. **Guitar Center Lessons** provides music lessons from beginner to advanced featuring certified instructors teaching world-class curriculum as well as one-on-one and group courses. Additionally, Guitar Center

Champaign's **GC Repairs**, Guitar Center's on site guitar repair service, will offer a variety of repair and set-up services on stringed instruments.

Champaign customers will also be able to attend free classes every Wednesday and Saturday through the Music Mentor Series. These classes include introductory instruction on a variety of instruments and [Recording Made Easy](#) classes are available for anyone who wants to make the exciting journey into recording their music. Guitar Center Champaign will also feature [GC Rentals](#), offering the ability to rent instruments and other gear—great for on-the-road musicians or those who aren't ready to make a purchase investment.

Guitar Center Champaign Store and Studio Hours

Mon-Friday	10:00am – 9:00pm
Saturday	10:00am – 8:00pm
Sunday	11:00am – 7:00pm

As part of Guitar Center's initiatives designed to educate and inspire artists nationwide, Guitar Center Champaign will offer unique opportunities for musicians to craft their skills, maintain their instruments and experience many other aspects of the music industry first-hand. Guitar Center offers nationwide programs designed to spearhead creativity and highlight the nation's most promising undiscovered talent. Champaign residents will now be able to participate in programs including [Guitar Center Singer-Songwriter](#), [Guitar Center's Drum-Off](#), [Guitar Center's Your Next Record](#), [Get Out of the Garage](#) and more.

Champaign shoppers will also be able to enjoy Guitar Center's multi-channel "endless aisle." Endless aisle will give customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

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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. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. In addition, Guitar Center's sister brands includes Music & Arts, which operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivaled in-store experience, an industry-leading online presence 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.

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