



Guitar Center Names Dustin Hinz as Vice President of Brand Experience and Entertainment Marketing

A seventeen-year veteran of the GC family, Hinz will manage the creative and content strategy for Guitar Center's brand experience and entertainment partnerships



Los Angeles, CA, June 10, 2014 – Guitar Center, Inc. (GCI), the largest retailer of musical instruments in the U.S., announces that **Dustin Hinz** has been promoted to **Vice President of Brand Experience and Entertainment Marketing**.

Dustin is a seventeen-year veteran of the GC family with a background in marketing, content development, and entertainment relations. Since beginning his career at Guitar Center back in 1997, Hinz has been committed to developing the retailer into one of the most respected brands in the music space. From the creation of the award-winning music television series *Guitar Center Sessions* on DIRECTV and the brand's unparalleled artist empowerment programs, to his work on GC's recent re-branding initiative "All We Sell is the Greatest Felling on Earth" – where beloved and iconic artists, such as The Roots' Ahmir "Questlove" Thompson, Metallica's James Hetfield, and EDM star Steve Aoki celebrate the simple joy they each get from the act of playing a musical instrument – Hinz's vision for consumer-facing marketing programs have become the lifeblood of the retailer's brand strategy.

In this new role, Hinz will be responsible for managing Guitar Center's brand ethos, creative and content strategies to influence sales, traffic, loyalty and unparalleled brand awareness.

About Guitar Center

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment. Our retail store subsidiary presently operates more than 260 Guitar Center stores across the U.S. We are also the largest direct response retailer of musical instruments in the United States through our wholly owned subsidiary, Musician's Friend, Inc. In addition, our Music & Arts division operates more than 120 stores specializing in band instruments for sale and rental, serving students, teachers, band directors and college professors. More information on Guitar Center can be found by visiting the company's Website at www.guitarcenter.com.

MEDIA CONTACT:

Christopher Ian Bennett | Guitar Center, Inc. | christopher.bennett@guitarcenter.com | (805) 358-8491