



FOR IMMEDIATE RELEASE

GUITAR CENTER CELEBRATES 50th ANNIVERSARY WITH LINKIN PARK CONCERT PREMIERING EXCLUSIVELY ON DIRECTV

SPECIAL ANNIVERSARY CONCERT TO BE FILMED LIVE AS AN EPISODE OF AWARD-WINNING TELEVISION SHOW GUITAR CENTER SESSIONS

ANNOUNCEMENT HIGHLIGHTS:

- *Anniversary concert to take place Oct. 24th at The Wiltern in Los Angeles, CA*
- *Concert to be filmed for award winning television series Guitar Center Sessions set to air on December 5th at 9pm exclusively on DIRECTV's Audience Network (channel 239)*
- *Beginning Sept. 1 fans can enter to win a VIP trip for two to see LINKIN PARK Live in Los Angeles, take home a guitar signed by the band, a \$5,000 Guitar Center gift card and more*

Los Angeles, CA (Sept. 17, 2014): Guitar Center has announced that Grammy Award-winning rock band LINKIN PARK will be performing in Los Angeles, CA at The Wiltern on Friday, October 24th in celebration of the retailers 50th Anniversary. Fans can visit guiarcenter.com/linkinpark to enter for their chance to win a VIP trip for two to Los Angeles, CA, attend a meet & greet with the band, catch the show, and take home a guitar signed by the band, a merch pack and a \$5,000 Guitar Center gift card. Tickets will be given away by KROQ both on air and at select Guitar Center locations in Southern California during the weeks leading up to the event.

The milestone anniversary concert will be captured in stunning 4k and 5.1 surround sound and premier Friday, December 5th at 9pm as part of *Guitar Center Sessions* presented by JBL exclusively on DIRECTV's Audience Network (channel 239). *Guitar Center Sessions* captures exclusive live performances and intimate interviews from noteworthy and influential artists, offering rare insights into the celebrated careers of these icons and the inspirations behind their music. The television series but one example of the music retailer's efforts to support artists by creating new avenues to expose their music to large audiences in an ever-changing music industry.

"We're honored to be part of Guitar's Center's anniversary celebration, and excited to share this special performance with the world on Guitar Center Sessions."

-Chester Bennington, lead vocalist of LINKIN PARK

*"2014 has truly been a milestone for Guitar Center. Not only are we celebrating our 50th anniversary, but this year Guitar Center pushed the boundaries of what a retailer is and can be. From our new "Greatest Feeling on Earth" campaign which celebrates the joy that comes from playing music to programs like *Get Out Of the Garage*, *Singer-Songwriter* and *Your Next Record* which help aspiring artists take their careers to the next level, each of the initiatives launched this year were designed to inspire and support our core: musicians."*

-Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing

About LINKIN PARK:

LINKIN PARK is a Grammy-Award-winning, multi-platinum alternative rock band comprised of co-lead vocalist, Chester Bennington, drummer/percussionist, Rob Bourdon, guitarist Brad Delson, bassist Dave 'Phoenix' Farrell, DJ, programmer Joe Hahn and Mike Shinoda - co-lead vocals, keyboards, guitar. The band has sold over 50 million albums worldwide, and is the biggest band on Facebook - with over 61 million fans and counting. In the span of time since 2000, when Linkin Park debuted on the Billboard 200 – no other artist has had more top 10 singles on the Alternative chart, and no other band has achieved more #1 albums this century. On their most recent touring cycle, the band played to over a million people, in 79 shows, on six continents. In 2005, Linkin Park founded Music For Relief, a 501 ©

(3) non-profit organization dedicated to providing aid to victims of natural disasters and the prevention of such disasters. Since its inception, Music For Relief has raised over 6 million dollars for victims of multiple disasters across four continents. The organization was recognized by UN Secretary-General Ban Ki-Moon for the Download to Donate program to raise funds and awareness in the aftermath of the Haiti earthquake. In recognition of its humanitarian work, Linkin Park received a 2011 Global Leadership Award from the United Nations Foundation. The band released their sixth studio album, The Hunting Party (Machine Shop Recordings / Warner Bros) on June 17, 2014.

About DIRECTV:

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 37 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its over 20 million customers access to more than 195 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy-award winning technology and higher customer satisfaction than the leading cable companies for 13 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay TV category in technology, programming and service, delivering an unrivaled digital television experience to more than 17 million customers. DIRECTV sports and entertainment properties include two Regional Sports Networks (Rocky Mountain and Pittsburgh), and minority ownership interests in Root Sports Northwest and Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com .

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.

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

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