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GUITAR CENTER SESSIONS SEASON 8 DEBUTS MAY 4th EXCLUSIVELY ON DIRECTV

ANNOUNCEMENT HIGHLIGHTS:

- *The award-winning live performance and interview series returns with new and iconic artists, bringing the series to a total of 72 episodes*
- *Featured artists include Soundgarden, Snoop Dogg, Alice in Chains, Damon Albarn, Phantogram, The 1975, CHVRCHES and more*
- *Season 8 kicks off with 6 episodes filmed live in Austin, TX during SXSW*
- *Series moves to an exciting new time slot – Sunday nights at 8 p.m.*

Los Angeles, CA (April 21, 2014): New episodes of the award-winning music television series [Guitar Center Sessions](#) presented by JBL will begin airing Sunday, May 4th. Now in its landmark 8th season, *Guitar Center Sessions* has been tuned into more than 15 million times since December, and is moving to an exciting new Sunday night time slot, airing inspiring performances each week at 8 p.m. exclusively on DIRECTV's Audience (channel 239). Season 8 will feature notable artists including Snoop Dogg, Alice in Chains, Damon Albarn, Phantogram, CHVRCHES, Cage the Elephant, and more. It all kicks off with Seattle rock band Soundgarden performing songs that span their entire catalog. This episode, among others this season, was filmed live at SXSW, on a rooftop perched high above the crowds with Austin's majestic skyline as a backdrop.

"Our first ever trip out to SXSW as a band was a special part of the 20th anniversary celebrations for 'Superunknown'," says Soundgarden. "The rooftop show for Guitar Center was truly memorable and we hope our fans will enjoy the chance to see it on DIRECTV."

Watch Soundgarden perform "Rusty Cage" on *Guitar Center Sessions* here: http://youtu.be/Oh3ctsg_a3A

Guitar Center Sessions Season 8 Episode Schedule:

May 4, 2014	Soundgarden
May 11, 2014	Damon Albarn
May 18, 2014	Phantogram
May 25, 2014	The Wild Feathers
June 1, 2014	Snoop Dogg
June 8, 2014	The 1975
July 13, 2014	311
July 20, 2014	LP
July 27, 2014	Dawes
August 3, 2014	Alice in Chains
August 10, 2014	CHVRCHES
August 17, 2014	Cage the Elephant

"We are incredibly proud to present our viewers with yet another season of *Guitar Center Sessions*," says **Dustin Hinz, Director of Music and Entertainment Marketing Guitar Center**. "Season 8 brings to life the stories, songs and journeys of a remarkable line-up of iconic and influential artists. Filming live at one of the world's biggest music festivals was the perfect way to celebrate both Guitar Center's 50th Anniversary and the success *Guitar Center Sessions* has seen over the past 60 episodes."

“DIRECTV’s Audience Network is honored to host another season of Guitar Center Sessions,” **said Chris Long, SVP Original Content and Production, DIRECTV.** “We’re excited to air an amazing showcase from this year’s SXSW and to bring our customers another incredible line-up of talent in Season 8.”

Guitar Center Sessions captures exclusive live performances and interviews from noteworthy and influential artists in stunning hi-definition and 5.1 surround sound. In addition to show-stopping performances, each episode features intimate interviews conducted by renowned journalist Nic Harcourt, offering rare insights into the celebrated careers of these icons and the inspirations behind their music. Episodes debut at 8 p.m. exclusively on DIRECTV’s Audience (channel 239). Past episodes from the series air on AXSTV, Monday nights at 9pm. *Guitar Center Sessions* is 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.

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About Audience:

Audience is a unique and exclusive television experience available only to DIRECTV subscribers. The channel first made its mark in 2008 (as The 101 Network) by partnering with NBC to produce and air three additional seasons of the Emmy Award-winning series *Friday Night Lights* and in 2010 it became the exclusive home of the critically-acclaimed, Emmy Award-winning drama *Damages*, starring Glenn Close. DIRECTV continues its commitment to original content with series including *ROGUE*, an exclusive suspense-drama starring award-winning actress Thandie Newton, and *Full Circle*, the television debut of acclaimed writer Neil LaBute, starring Kate Walsh, Julian McMahon, Minka Kelly and David Boreanaz. The network has become the premier destination for smart, innovative and critically acclaimed TV fare as we search the globe for the best new series such as *Black Mirror* (United Kingdom), *Secret State* (United Kingdom), and *Rake* (Australia) *The Dan Patrick Show*, and its companion series *The Box Score*, keep sports fans up to date with the latest sports talk. Viewers also enjoy the Guitar Center Sessions series and major events such as the annual DIRECTV Celebrity Beach Bowl. For more info, please visit www.directv.com/audience

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 and pro-audio and recording equipment, with more than 257 stores across the U.S. In addition, the Music & Arts division operates more than 100 stores specializing in band instruments for sale and rental, serving teachers, band directors, college professors and students **since 1984. This year marks the 50th anniversary of Guitar Center’s historic first-steps to helping people make music.** 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 **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 CONTACT:

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