



FOR IMMEDIATE RELEASE

GUITAR CENTER AND DIRECTV ANNOUNCE SLASH FEATURING MYLES KENNEDY AND THE CONSPIRATORS LIVE FROM THE SUNSET STRIP

GUITAR CENTER 50TH ANNIVERSARY CONCERT SERIES KICKS OFF SEPTEMBER 23RD PRESENTED BY GIBSON AND EPIPHONE

ANNOUNCEMENT HIGHLIGHTS:

- *Slash Featuring Myles Kennedy and The Conspirators celebrate Guitar Center's 50th Anniversary and new album with a takeover of iconic Hollywood venues including The Roxy, The Troubadour and The Whisky*
- *Guitar Center will present Slash Featuring Myles Kennedy and The Conspirators Live from The Roxy in a 90-minute concert special on DIRECTV's Audience Network (channel 239) Nov 9th at 8pm*
- *Fans nationwide can enter to win a VIP trip for two to see Slash Featuring Myles Kennedy and The Conspirators live at The Roxy as well as an Epiphone Les Paul signed by Slash*

Los Angeles, CA (July 31, 2014): Guitar Center is proud to announce Slash Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip presented by Gibson and Epiphone. The iconic guitarist is set to take over three of Hollywood's most legendary venues, including The Troubadour, The Whisky and The Roxy in celebration of Guitar Center's 50th Anniversary. The shows will feature songs spanning Slash's storied career including material from his upcoming album, **World on Fire**, set to be released Sept. 16, 2014.

Guitar Center Presents: Slash Featuring Myles Kennedy and The Conspirators Live from the Sunset Strip:

September 23, 2014 The Troubadour
September 25, 2014 The Roxy
September 26, 2014 The Whisky

Tickets for all three shows go on-sale August 1st at SlashOnline.com. Additionally, fans can visit guitarcenter.com/slash to enter for their chance to win a VIP trip for two to see Slash Featuring Myles Kennedy and The Conspirators live at The Roxy and take home an Epiphone Les Paul signed by the legendary guitarist. For fans unable to make it to Hollywood, Guitar Center will present Slash Featuring Myles Kennedy and The Conspirators *Live from The Roxy*, in a DIRECTV original 90-minute concert special filmed in stunning 4k and 5.1 surround sound. The special will premiere exclusively on DIRECTV's Audience Network (channel 239) Nov 9th at 8 p.m.

"I've always admired Guitar Center's commitment to artists," says Slash. "They're constantly creating new avenues for musicians to get their music out to fans and inspiring people to pick up an instrument and play. They've also been supportive of my career since the very beginning here on the Sunset Strip. I am happy to be a part of their 50th celebration."

"Guitar Center and Slash have enjoyed a relationship that spans 3 decades, so it goes without saying that we're excited to help him launch his new record," says Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing. "Slash is a true icon that has influenced musicians his entire career and there's nothing more important to Guitar Center than to enable artists as legendary as Slash to continue inspiring future generations of musicians. His passion and dedication to the craft make him the quintessential artist to celebrate Guitar Center's 50th Anniversary."

Guitar Center and Slash have a long-standing history of working together. Past partnerships include *Your Next Record with Slash*, *Guitar Center Onstage with Slash*, *Guitar Center Masterclass with Slash*, *Guitar Center Sessions* and more. Slash Live from the Sunsent Strip is presented by Gibson and Epiphone along with proud partners Dunlop and MXR.

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About Slash:

SLASH has amassed album sales of over **100 million copies**, garnered a **GRAMMY Award** and **seven GRAMMY nominations** and was inducted into the **Rock N Roll Hall of Fame**. **Time** magazine named **SLASH #2, behind Jimi Hendrix**, on its **“The Ten Best Electric Guitar Players of All-Time”** list. **SLASH** helped create signature sounds like the guitar riff on **#1 hits** for **Guns N Roses “Sweet Child o’ Mine”** and **“Welcome To The Jungle.”** After leaving the band, **SLASH** went on to critical acclaim with **SLASH’s Snakepit** and global success with the **supergroup Velvet Revolver**. **SLASH’s self-titled biography** critically well-received, climbed the bestseller list in both the **U.S.** and **U.K.** hitting **#8** on the **NY Times Bestsellers List**. **SLASH** landed on the top of the charts with his first solo album, **Slash** (2010) which featured **Ozzy Osbourne, Fergie** and more. **SLASH** and his band featuring **Myles Kennedy and The Conspirators** released the critically acclaimed **Apocalyptic Love (2012)** which stormed the **Billboard Top 200 Albums Chart** at **#4** as the **top rock debut** and produced his **first-ever #1 rock radio solo hits: “You’re A Lie”** and **“Standing In The Sun.”** **SLASH** released **Nothing Left To Fear (2013)** the **first-ever motion picture** he co-produced from **Slasher Films**, his film/TV production company. **SLASH** and his band will release their new album **WORLD ON FIRE** September 16, 2014. www.slashonline.com.

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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