



FOR IMMEDIATE RELEASE

GUITAR CENTER OPENS STORE IN CENTRAL HOUSTON, TX

The Central Houston Location is Guitar Center's 265th Store and Features On-Site Lessons, Guitar Repair Services and more

ANNOUNCEMENT HIGHLIGHTS:

- Guitar Center has opened its 265th store location in the U.S.
- GC Garage will provide stringed instrument repair and tune up services
- GC Lessons is the first-ever lessons facility in the area to support the local music scene

Los Angeles, CA (March 30, 2015) – Guitar Center, the world's largest instrument retailer, is proud to announce the opening of its newest retail location, a state-of-the-art musical instrument and technology center covering over 15,000 square feet in Central Houston, TX. The grand opening took place on **March 26 at 195 Yale Street, Houston, TX 77007.**

Guitar Center's Central Houston 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.

Additionally, the Central Houston store features [Guitar Center Lessons](#), an in-house, state-of-the-art lesson facility, which will create unrivalled opportunities for Central Houston'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. Guitar Center's [GC Garage](#), an on-site guitar repair and set-up service for stringed instruments and [GC Rentals](#), offering the ability to rent instruments and other gear, are also featured at the new store.

Central Houston 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 Central Houston 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 Central Houston 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. Central Houston 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.

Central Houston 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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FOR MORE INFORMATION PLEASE CONTACT:

Robert Clyne | Clyne Media, Inc. | 615-662-1616 | Robert@clynemedia.com

Syvetril Perryman | Guitar Center | 818.735.8800 x 2979 | media@guitarcenter.com